



Course Outline

STATUS:   A  

COMMON COURSE NUMBER:   AER 2070  

COURSE TITLE:   Automotive Service Management  

CREDIT HOURS:           3          

CONTACT HOURS BREAKDOWN:

Lecture/Discussion           48          

Lab   

Other   

Contact Hours/Week   

CATALOG COURSE DESCRIPTION:

Prerequisite:   None

Corequisite:   None

A course designed for the study of an automotive service department. Topics include warehousing system, inventory control systems, cost control and pricing merchandising and marketing, parts counter control, customer relations and organizational plans of service departments, work schedules, use of pricing, manuals, estimating, and pricing of work, analysis management cost accounting and customer relations.

General Education Requirements - Associate of Arts Degree, meets Area(s):  
General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Service Department Organization and Operation
2. Legal and Financial Aspects of Service Department Management
3. Human Relations
4. Parts Department Management

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to describe the organization and operation of the automobile dealership service department and discuss the financial, legal, and human relations aspects of service management.

## **II. Units:**

### **Unit 1. Service Department Organization and Operation**

#### General Outcome:

- 1.0 The students should be able to describe the organization and management of a dealership service department.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Describe the organizational structure of a typical automobile dealership.
- 1.2 Identify effective marketing and service promotion techniques.
- 1.3 Identify the proper placement of equipment and tools in an effective automotive service facility.
- 1.4 Describe the following facets of the automobile warranty system: (a) Dealer responsibilities (2) Corporate responsibilities (c) Customer responsibilities (d) Customer recourses
- 1.5 Discuss the characteristics of an effective service writing and dispatching operation.

## Unit 2. Legal and Financial Aspects of Service Department Management

### General Outcome:

2.0 The students should be able to discuss the legal and financial aspects of a dealership service department.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Explain the following aspects of service management:  
(a) Insurance, (b) Licensing, (c) Fire and Safety Regulations, (d) Employment Regulations, (e) Zoning Regulations, (f) Hazardous Waste Management
- 2.2 Discuss the following aspects of financial management:  
(a) Accounting, (b) Budgeting, (c) Dealership Reports, (d) Corporate Reports, (e) Government Reports.

### Unit 3. Human Relations

#### General Outcome:

3.0 The students should be able to discuss the human relations aspects of service management.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Discuss principles of effective employee relations applicable when recruiting, hiring, training, supervising, motivating, developing, counseling, and terminating employees.
- 3.2 Discuss principles of effective customer relations as they relate to handling customer expectations and perceptions, dealing assertively with customer complaints, negotiating adjustments, and providing post-service follow-up.

## Unit 4. Parts Department Management

### General Outcome:

4.0 The students should be able to discuss management of a dealership parts department.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Describe an effective automobile parts department warehousing and inventory control systems.
- 4.2 Explain parts department costs control and pricing.
- 4.3 Identify effective parts department merchandising and marketing techniques.
- 4.4 Discuss parts counter control and customer relations.