

**MIDLAND COLLEGE**  
**SYLLABUS**  
**AUMT 2301**  
**Automotive Management**  
**2-4**

**Course Description:** Develop Management skills to achieve a high-quality and productive Automotive Service Operation with emphasis on customer relations, communications, service sales, and analyzing actual negative and positive service experiences. Also: in depth study of "Starting your own Automotive Business," Increasing customer satisfaction, "the team concept," and managing your dollars for profit.

Students MUST actively participate by completing an academic assignment required by the instructor by the official census date. Students who do not actively participate in an academically-related activity will be reported as never attended and dropped from the course.

**Text, References and Supplies:** Instructor's handouts, TBA , Students must provide his/her safety glasses. Notebook, 3-prong folder, and small calculator are suggested. Automotive Service Management Series by Mitch Schneider, by Delmar Learning, division of Thomson Learning Book 22657 "Total Customer Relationship Management". Book 22658 "From Intent to Implementation" Book 22660 "Building a Team". Book 22663 "Managing Dollars with Sense".

**Course Goals/Objectives:** Upon successful completion of course students will have acquired skills in the following areas:

1. Establishing Goals and Objectives.
2. Customer Relations, satisfaction, and retention.
3. Recruiting and Retention of Technicians.
4. Know the elements of building a Team.
5. Maintaining profitability.

**Students may perform the following tasks in order to maintain safe lab and classroom spaces:**

- Participate in shop and classroom maintenance which may include, but not limited to sweeping, mopping, disposing of trash, cleaning work benches, organize tools and equipment, organize tool room, disinfect classroom tables and chairs.
- Disassemble discontinued lab training vehicles or equipment for salvage.
- Repurpose lab vehicles to be utilized in lab assignments.
- Other course related tasks as assigned by instructor.

**Student Contributions and Class Policies:**

1. Exhibit mature professional behavior
2. Participate in class discussions
3. Abide by Midland College Policies
4. Maintain a Positive Attitude
5. Adhere to College attendance rules

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<b>Evaluation of Students:</b>	Chapter Questions& Final Exams	40%
	Attendance	10%
	Lab Tasks	<u>50%</u>
	Total	100%
	90 and above A	
	80 to 89 B	
	70 to 79 C	
	60 to 69 D	
	59 and lower F	

**Course Schedule:** This class meets for 2 lecture hours and 4 lab hours per week.

**SCANS Information:** SCANS skills are taught and/or reinforced in automotive courses. The student must locate, read, interpret and understand instruction information and direction materials. The participant must communicate thoughts, ideas and information through verbal and written mediums. Practical arithmetic and mathematics will apply continually throughout automotive technology training. Listening, interpreting, and responding to verbal communications and instructions as well as speaking in response to questioning will be a daily involvement. Thinking, reasoning, visualizing and problem solving are required assets to the automotive technician. The student/participant must display responsibility, self-management and honesty.

**Administrative Information:**

Curt Pervier, Dean, Applied Technology

Lisa Hays, Division Secretary, Applied Technology  
(432) 685-4676  
Fax: (432) 685-6472

Students should feel free to contact the instructor at any time. Appointments are encouraged for advising and planning the most appropriate or beneficial course work.

\*Syllabus subject to change as deemed necessary by the instructor to ensure learning objectives and course goals are met

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**Non-Discrimination Statement**

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individual has been designated to handle inquiries regarding the non-discrimination policies:

**Tana Baker**

Title IX Coordinator/Compliance Officer

3600 N. Garfield, SSC 131

Midland, Texas 79705

(432) 685-4781

[tbaker@midland.edu](mailto:tbaker@midland.edu)

For further information on notice of non-discrimination, visit the ED.gov Office of Civil Rights website, or call 1 (800) 421-3481.

**Americans with Disabilities Act (ADA) Statement:**

Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must visit [www.midland.edu/accommodation](http://www.midland.edu/accommodation) and complete the Application for Accommodation Services located under the Apply for Accommodations tab. Services or accommodations are not automatic, each student must apply and be approved to receive them. All documentation submitted will be reviewed and a "Notice of Accommodations" letter will be sent to instructors outlining any reasonable accommodations.