

# AUTOMOTIVE INDUSTRY MANAGEMENT, BACHELOR OF SCIENCE

The major in Automotive Industry Management (AIM) leads to a Bachelor of Science (BS) Degree with a Business Administration minor. The AIM program also offers an AIM minor to complement other CSU Pueblo degrees. The AIM degree is designed to prepare students for automotive industry management careers by providing automotive management skills, supported by the business and technical background requisite for success in the automotive industry. The curriculum emphasizes personnel supervision, financial analysis, customer relations, warranty administration, sales promotions and techniques of technical problem-solving, service management, marketing, merchandising and distribution methods used by the automotive aftermarket, automotive manufacturer and import industries.

## Program Goals

- Prepare students with the appropriate knowledge and skills to enter the workforce as productive, accountable, and responsible employees.
- To provide students with theoretical and hands-on laboratory experiences designed to develop the knowledge and skills for success in automotive management careers.
- To utilize an advisory committee of automotive business leaders to advise and support the AIM program on a range of issues, which includes keeping the curriculum current with industry needs.

## General Requirements for the AIM Program

- AIM majors are required to complete an approved curriculum with a minimum grade of C earned in all courses having an AIM prefix.
- AIM majors are required to demonstrate intellectual skills and knowledge in related business courses to satisfy the minor and institutional requirements.
- AIM minors are required to complete the approved curriculum with a minimum grade of C earned in all minor courses having an AIM prefix.

## Institutional & General Education

Please refer to the *General Education Requirements* in the Undergraduate Programs section of this catalog or refer to your individual program's curriculum sheet.

## Specific Business Administration Minor Courses

A cumulative grade point average of 2.000 is required in the BSAD minor courses.

## Student Learning Outcomes

Students in the AIM Program will be able to:

- Analyze financial profitability, efficiency and productivity of an automotive industry business;
- Manage and implement retail inventory control systems;
- Demonstrate knowledge and ability to apply automotive industry health, safety, and environment regulations;

- Demonstrate critical thinking and problem solving in the diagnosis and service of automotive systems;
- Demonstrate professional writing and oral presentation skills; and
- Develop employment seeking skills required to obtain an entry level management position in the automotive industry.

## Outcomes Assessment Activities

- Graduating students complete an exit survey that provides feedback on the quality and usefulness of the coursework for professional preparation.
- Employer surveys are collected every three years.
- The AIM Advisory Committee meets every fall semester to review the three year cycle report and make suggestions for program improvement. The committee also meets with current AIM students for an open discussion regarding the AIM program.
- Assessment materials are collected yearly, (except the employer survey) and analyzed and reported on a three year cycle.

## Specific Program Requirements

Course	Title	Credits
<b>Required AIM Courses</b>		
AIM 105	AIM AND COLLEGE LIFE	1
AIM 115	AUTOMOTIVE ENGINE DESIGN, OPERATION AND REPAIR	5
AIM 125 & 125L	AUTOMOTIVE SUSPENSION AND BRAKE SYSTEMS and AUTOMOTIVE SUSPENSION AND BRAKE SYSTEMS LAB	4
AIM 155	AUTOMOTIVE PARTS OPERATIONS	4
AIM 165 & 165L	AUTOMOTIVE POWER TRAINS AND DRIVE LINES and AUTOMOTIVE POWER TRAINS AND DRIVE LINES LAB	4
AIM 235 & 235L	AUTOMOTIVE ENGINE PERFORMANCE and AUTOMOTIVE ENGINE PERFORMANCE LAB	4
AIM 245 & 245L	AUTOMOTIVE ELECTRICAL SYSTEMS I and AUTOMOTIVE ELECTRICAL SYSTEMS LABORATORY I	4
AIM 255 & 255L	AUTOMOTIVE ELECTRICAL SYSTEMS II and AUTOMOTIVE ELECTRICAL SYSTEMS II LAB	4
AIM 265	AUTOMOTIVE PARTS MANAGEMENT SYSTEMS	4
AIM 305	REGULATORY, ENVIRO, HEALTH ISSUES	3
AIM 325	FUELS AND LUBRICANT PRODUCTION, MARKETING AND CONSERVATION	3
AIM 345	ADVANCED AUTOMOTIVE SYSTEMS	5
AIM 355	AUTOMOTIVE SHOP PRACTICES	5
AIM 405	PERSONAL SELLING METHODS AND TECHNIQUES	4
AIM 425	AUTOMOTIVE FINANCIAL MANAGEMENT	5
<b>Other Required Major Courses <sup>1</sup></b>		
BSAD 302	ETHICS IN BUSINESS	3.0
CIS xxx	Course(s) Guided Electives	2
MATH 156	INTRODUCTION TO STATISTICS	3
COMR 103	SPEAKING AND LISTENING	3
<b>Must take one of the following:</b>		
AIM 496	COOPERATIVE EDUCATION PLACEMENT	3
	Select other 300 or 400 level course	3

**Specific Business Administration Minor Courses**

MGMT 201	PRINCIPLES OF MANAGEMENT	3.00
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3.0
ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3.0
FIN 330	PRINCIPLES OF FINANCE	3.00
MKTG 340	PRINCIPLES OF MARKETING	3.00
ECON 201	PRINCIPLES OF MACROECONOMICS	3.00
ECON 202	PRINCIPLES OF MICROECONOMICS	3.00

**Specific Supervisory Management Minor Courses**

MGMT 301	ORGANIZATIONAL BEHAVIOR	3.00
MGMT 410	LABOR MANAGMENT RELATIONS	3.00

**General Education Requirements (see academic advisor) 23**

Total Credits	120
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<sup>1</sup> Students must complete these required major courses with a cumulative grade point average of 2.0 or better.

## Planning Sheet

Disclaimer: The Planning Sheet is designed as a guide for student's planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

Note: Students are not allowed to count the same courses completed for general education requirements as course requirements in the Early Childhood Education major.