

# AUTOMOTIVE INDUSTRY MANAGEMENT, MINOR

---

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.

## Specific Program Requirements

Course	Title	Credits
<b>AIM Courses</b>		
AIM 125 & 125L	AUTOMOTIVE SUSPENSION AND BRAKE SYSTEMS and AUTOMOTIVE SUSPENSION AND BRAKE SYSTEMS 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
Approved AIM Electives (min)		8
Total Credits		20