

## MGMT90089 Automotive Dealer Management

<b>Credit Points:</b>	25
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2011, Hawthorn This subject commences in the following study period/s: Semester 1, Hawthorn - Taught on campus. Semester 2, Hawthorn - Taught on campus. Off-campus (Classroom education and workplace tutorial and mentoring support)
<b>Time Commitment:</b>	Contact Hours: 28 hours of classroom education contact, 50 hours of tutorials and mentoring Total Time Commitment: Estimated total time commitment of 260 hours.
<b>Prerequisites:</b>	nil
<b>Corequisites:</b>	nil
<b>Recommended Background Knowledge:</b>	nil
<b>Non Allowed Subjects:</b>	nil
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	Melbourne Consulting and Custom Programs Level 3, 442 Auburn Rd Hawthorn VIC 3122 Phone: 9810 3300 Email: <a href="mailto:mccp.enquiries@mccp.unimelb.edu.au">mccp.enquiries@mccp.unimelb.edu.au</a> ( <a href="mailto:mccp.enquiries@mccp.unimelb.edu.au">mailto:mccp.enquiries@mccp.unimelb.edu.au</a> )
<b>Subject Overview:</b>	The major topics are; <ul style="list-style-type: none"> <li>• Leadership - Getting optimal levels of performance from and motivating each member of a team</li> <li>• Financial Management. Understanding, analysing and interpreting financial results so as to positively impact on the 'key drivers' of the business</li> <li>• Marketing and Sales-concepts and tools with applications to new and used vehicles, parts and service</li> <li>• Operations Management - including applications to the after-sales area</li> <li>• Systems and Processes - refining and enhancing the business processes</li> <li>• Business plans - developing and implementing effective business plans and strategies</li> <li>• Balanced scorecard - creating and sustaining balance between profitability, throughput and customer satisfaction</li> <li>• Benchmarking - learning from global best practices in the industry</li> </ul>
<b>Objectives:</b>	This subject provides students with concepts and industry-specific practical applications in: <ul style="list-style-type: none"> <li>• The fundamentals of sound and effective business leadership and management,</li> <li>• Business planning and strategy formulation/ implementation,</li> <li>• Effective use of a variety of marketing tools,</li> <li>• Dealer operations analysis and the identification of potential improvements,</li> <li>• Financial management,</li> <li>• Effective business projects management, and</li> <li>• Information management and systems in this industry context.</li> </ul>
<b>Assessment:</b>	Component 1: Individual written assessment analysing journal articles in the topics studied, specifically focused on the core concepts and applications of these. These would be relevant management articles typically from Sloan Management Review, Academy of Management Executive and Harvard Business Review. (25 per cent, 2500 words) Component 2: An individual written business plan or strategy document, typically, comprising an analysis of an automotive

	dealership or major aspect of it, and the formulation of an improvement plan (75 per cent, 7500 words).
<b>Prescribed Texts:</b>	nil
<b>Recommended Texts:</b>	Students will be provided with articles and references that support the teaching program as part of their course materials.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	Please refer to MCCP website.
<b>Links to further information:</b>	<a href="http://www.mccp.unimelb.edu.au">www.mccp.unimelb.edu.au</a>
<b>Related Course(s):</b>	Professional Certificate in Auto Dealership Management