

## N42AA Professional Certificate in Auto Dealership Management

<b>Year and Campus:</b>	2012 - Hawthorn								
<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>Level:</b>	Graduate/Postgraduate								
<b>Duration &amp; Credit Points:</b>	25 credit points taken over 12 months full time. This course is available as full or part time.								
<b>Coordinator:</b>	Prof Danny Samson								
<b>Contact:</b>	School of Melbourne Custom Programs Level 3, 442 Auburn Rd Hawthorn VIC 3122 Phone: 9810 3245 Email: <a href="mailto:postgrad@commercial.unimelb.edu.au">postgrad@commercial.unimelb.edu.au</a> ( <a href="mailto:mccp.enquiries@mccp.unimelb.edu.au">mailto:mccp.enquiries@mccp.unimelb.edu.au</a> )								
<b>Course Overview:</b>	The Professional Certificate in Automotive Dealer Management is offered jointly with a client/ partner, Sewells, which is a firm and Registered Training Organisation that engages internationally in training and providing management education to automotive dealers.								
<b>Objectives:</b>	<p>Students who successfully complete this course will have:</p> <ul style="list-style-type: none"> <li>• An understanding of the fundamentals of sound and effective business management in an automotive dealership context,</li> <li>• Knowledge in business planning and strategy formulation/ implementation,</li> <li>• Knowledge and ability to effectively use a variety of marketing tools,</li> <li>• The ability to analyse dealer operations and identify potential improvements and problem solving initiatives,</li> <li>• Skills and knowledge in financial management,</li> <li>• The ability to effectively manage business projects and solve problems,</li> <li>• Knowledge of information and system management in this industry context,</li> <li>• The ability to create and acquire knowledge within the field of management in an automotive dealership context,</li> <li>• Realised how the creation, dissemination and application of knowledge within their field are intimately related, and</li> <li>• The ability to articulate their expertise in an appropriate form.</li> </ul>								
<b>Course Structure &amp; Available Subjects:</b>	The course is based on a points structure with students required to accumulate a certain number of points in order to receive the award. To satisfy the requirements of the Professional Certificate in Automotive Dealer Management students will successfully complete one subject accumulating 25 points.								
<b>Subject Options:</b>	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90089 Automotive Dealer Management</td> <td>Semester 1, Semester 2</td> <td>25</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MGMT90089 Automotive Dealer Management	Semester 1, Semester 2	25
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MGMT90089 Automotive Dealer Management	Semester 1, Semester 2	25							
<b>Entry Requirements:</b>	<p>An undergraduate degree or equivalent plus at least two years full-time relevant document professional work experience Or At least five years full-time, relevant and documented professional work experience and progression. Relevant work experience</p>								
<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>Further Study:</b>	NA
<b>Graduate Attributes:</b>	Please refer to website.
<b>Professional Accreditation:</b>	NA
<b>Generic Skills:</b>	n/a
<b>Links to further information:</b>	<a href="http://www.mccp.unimelb.edu.au/courses/award-courses/professional-certificate/professional_certificate_in_automotive_dealer_management">http://www.mccp.unimelb.edu.au/courses/award-courses/professional-certificate/professional_certificate_in_automotive_dealer_management</a>