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.

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

Evaluation of Students:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Chapter Questions &amp; Final Exams</td>
<td>40%</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Lab Tasks</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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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, Division Chair Technical Studies
Lisa Hays, Applied Technology Secretary
(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.

Students with Disabilities: Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies: Tana Baker, Title IX Coordinator/Compliance Officer, 3600 N. Garfield, SSC 242, Midland, TX 79705, (432) 685-4781, tbaker@midland.edu; Natasha Morgan, Director Human Resources/Payroll, 3600 N. Garfield, PAD 104, Midland, TX 79705, (432) 685-4534, nmorgan@midland.edu. For further information on notice of non-discrimination, visit http://wdcrbcopl01.ed.gov/CFAPPS/OCR/contactus.cfm or call 1 (800) 421-3481.

Spanish
Midland College no discrimina por motivos de raza, color, nacionalidad, sexo, discapacidad, o edad en sus programas o actividades. Las siguientes personas han sido designadas para responder a cualquier pregunta o duda sobre estas políticas no discriminatorias: Tana Baker, Title IX Coordinator/Compliance Officer, 3600 N. Garfield, SSC 242, Midland, TX 79705, (432) 685-4781, tbaker@midland.edu; Natasha Morgan, Director Human Resources/Payroll, 3600 N. Garfield, PAD 104, Midland, TX 79705, (432) 685-4534, nmorgan@midland.edu. Para más información sobre estas políticas no discriminatorias, visite http://wdcrbcopl01.ed.gov/CFAPPS/OCR/contactus.cfm o llame al 1 (800) 421-3481.