

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 370

DYNAMICS OF THE AMERICAN AUTOMOTIVE DEALERSHIP INDUSTRY

COURSE DESCRIPTION

An overview course in the Automotive Dealership Management Concentration that provides the foundation for understanding management principles that lead to successful dealership operations.

RATIONALE

Without a fundamental understanding of the business management concepts, a framework for successfully operating a dealership is missing and can adversely affect current and future performance results.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Word
- E. Brunson, K. W. (2017). *Automotive Dealership Management Fundamentals*.

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Analyze the characteristics of successful partnerships between various categories of automotive manufacturers and dealerships.
- B. Analyze the key internal operations of an automotive dealership.
- C. Describe general marketing strategies for an automotive dealership in different scenarios.
- D. Calculate the financial impact of decisions within the successful dealership model.

- E. Integrate Christian worldview within the field of automotive management.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. The thread must contain a minimum of 450 words, demonstrate course-related knowledge, and include at least 2 reliable industry sources in current APA format. In addition to the thread, the student is required to reply to at least 2 other classmates' threads. Each reply must contain a minimum of 250 words.

- D. Written Reports (5)

The student is required to write a report describing the functions of an automotive dealership by department levels. The report will require the student to answer questions provided for each written report assignment. Each report must contain a minimum of 450 words, demonstrate course-related knowledge, and include at least 2 reliable industry sources in current APA format.

- E. Financial Report Analysis

The student will complete a report that answers questions based on provided financial reports of an example dealership. The student will be required to calculate various mathematical problems and write a narrative analysis of the financial status of the example dealership.

- F. Integration of Faith and Learning Essay

The student will complete an Integration of Faith and Learning (IFL) Essay assignment. The student will describe how he/she would handle an ethical situation dealing the various departments of a dealership. The student will provide at least 1 verse from the Bible to support the proposed course of action. The essay must contain a minimum of 450 words, and demonstrate a clear relationship between the selected Scripture verses and the ethical behavior for the dealership manager.

- G. Final Exam

The student will answer 50 questions based on the Reading & Study material for the assigned modules/weeks. The exam will be open-book/open-notes and have a 1-hour and 30-minute time limit.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (2 at 100 pts ea)	200
Written Reports (5 at 100 pts ea)	500
Financial Report Analysis	100
Final Exam	100
Integration of Faith and Learning Essay	100
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 370

Textbook: Brunson, *Automotive Dealership Management Fundamentals* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Brunson: ch. 1 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 100
2	Brunson: ch. 2 2 presentations	DB Forum 2	100
3	Brunson: ch. 3 3 presentations	Written Report 1	100
4	Brunson: ch. 4 3 presentations	Written Report 2	100
5	Brunson: ch. 5 3 presentations	Written Report 3	100
6	Brunson: ch. 6 2 presentations	Written Report 4 Financial Report Analysis	100 100
7	Brunson: ch. 7 2 presentations	Written Report 5	100
8	Brunson: chs. 1–7 1 presentation	IFL Essay Final Exam	100 100
TOTAL			1010

DB = Discussion Board

IFL = Integration of Faith and Learning

NOTE: Each course module/week begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.