

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 474

FIXED OPERATIONS

COURSE DESCRIPTION

A detailed study of fixed operations within an organization and how they interact with other organizational departments. The focus will be from the perspective of (a) customers, (b) employees, and (c) managers.

RATIONALE

The operations of automotive dealerships are complex. Since most of the success of a dealership is dependent upon service and customer relationships, it is imperative that students understand the dynamics that can affect successful dealership operations, paying particular attention to elements that are considered “fixed” operational aspects within the dealership setting.

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 Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Analyze the internal performance of an automotive dealership’s service department operations from the General Manager’s perspective.
- B. Analyze the internal performance of an automotive dealership’s parts department operations from the General Manager’s perspective.
- C. Analyze the internal performance of an automotive dealership’s collision center operations from the General Manager’s perspective.
- D. Integrate a 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 (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided set of questions. Each thread must be 700–800 words, demonstrate course-related knowledge, and include at least 3 peer-reviewed references cited in current APA format. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 150–250 words and include at least 1 peer-reviewed reference (not used in the thread) cited in current APA format.

D. Fixed Revenue Stream Assessments (3)

The student will write operational assessment papers addressing the 3 critical fixed revenue stream areas of typical automotive dealership operations: the service area, the service parts area, and the collision center. Each paper must be 3–5 pages, follow current APA format, and include at least 3 peer-reviewed references in addition to the course textbook and the Bible.

E. Operational Project: Paper

The student will write a 7–11-page research-based paper in current APA format that provides an overview of the overall contribution and relevance of fixed operations to a successful automotive dealership. The paper will address key strengths and weaknesses of each functional area and synergies and relationships with other key areas of the automotive dealership as well as trends and future outlooks of each fixed area explored in the course. The paper must include at least 7 peer-reviewed references published within the last 3 years (in addition to the course textbook and the Bible) and integrate details on how Christian principles can/will apply to the operation.

F. Operational Project: Presentation

The student will provide a 5–10-minute presentation of 5–7 slides using creative means (e.g., PowerPoint with narration, YouTube video) to discuss what he/she has learned about the fixed revenue stream areas and how they contribute to the overall success of the automotive dealership. The presentation must include at least 7 peer-reviewed references published within the last 3 years (in addition to the course textbook and the Bible). The presentation must also integrate biblical concepts and describe how they relate to the areas.

G. Midterm

The Midterm will cover the Reading & Study for Modules/Weeks 1–4. The exam will be open-book/open-notes and contain 5 essay questions. There is no time limit for the exam.

H. Final Exam

The Final Exam will cover the Reading & Study for Modules/Weeks 5–8. The exam will be open-book/open-notes and contain 5 essay questions. There is no time limit for the exam.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forums (4 at 100 pts ea)		400
Fixed Revenue Stream Assessments (3 at 50 pts ea)		150
Operational Project: Paper		150
Operational Project: Presentation		100
Midterm	(Modules 1–4)	100
Final Exam	(Modules 5–8)	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 Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

BUSI 474

Textbook: Brunson, *Automotive Variable Operations Fundamentals*. (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Brunson: ch. 1 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Thread	10 0 60
2	Brunson: ch. 2 1 presentation 3 websites	DB Forum 1 Replies Fixed Revenue Stream Assessment 1	40 50
3	Brunson: ch. 3 1 presentation 3 websites	DB Forum 2 Thread	60
4	Brunson: ch. 4 1 presentation 4 websites	DB Forum 2 Replies Fixed Revenue Stream Assessment 2 Midterm	40 50 100
5	Brunson: ch. 5 1 presentation 4 websites	DB Forum 3 Thread Fixed Revenue Stream Assessment 3	60 50
6	Brunson: ch. 6 1 presentation 1 website	DB Forum 3 Replies Operational Project: Paper	40 150
7	Brunson: ch. 7 1 presentation 2 websites	DB Forum 4 Thread Operational Project: Presentation	60 100
8	1 presentation 5 websites	DB Forum 4 Replies Final Exam	40 100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) 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**.