

# AUTO-2701: AUTOMOTIVE SERVICE OPERATIONS

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## Cuyahoga Community College

**Viewing: AUTO-2701 : Automotive Service Operations**

**Board of Trustees:**

January 2022

**Academic Term:**

Fall 2022

**Subject Code**

AUTO - Automotive Technology

**Course Number:**

2701

**Title:**

Automotive Service Operations

**Catalog Description:**

Staffing and personnel selection, customer relations, consumer laws, expense control, repair facility site selection, hiring/firing legal issues, advertising and other business concerns dealing with an automotive repair facility are examined. Daily operations, business analysis and marketing for an automotive garage are explored with auto service computer software.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

ENG-1010 College Composition I, or departmental approval.

## Outcomes

**Course Outcome(s):**

Prepare for employment in an automotive repair facility as a service advisor, assistant manager, or repair facility manager and competently handle the responsibilities of the position applying knowledge of business management, or start an automotive repair business knowing the responsibilities, duties, and legal issues as the owner of a small business.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Develop job responsibilities and locate avenues for finding and advertising for automotive personnel needed in an automotive repair facility.
  2. List twenty principles of customer care in an automotive repair facility.
  3. List seven consumer laws in Ohio and relate a corresponding procedure for how the student will deal with them in their operation.
  4. Evaluate the balance sheet of a typical automotive garage for proper production, inventory, and expense control.
  5. Explain the procedure to obtain the necessary permits, applications and information to buy or lease an existing repair facility.
  6. Knowing the current legal and ethical issues related to hiring, reprimanding and firing employees, establish hiring, reprimanding and firing procedures for a fictitious repair facility.
  7. Institute advertising and marketing plans for an automotive repair facility.
  8. Discuss the advantages and disadvantages of computer software specifically developed for automotive service centers.
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**Methods of Evaluation:**

1. Participation and discussion
2. Role playing
3. Written assignments
4. Case studies
5. Exams
6. Quizzes

**Course Content Outline:**

1. Forms of business ownership
  - a. Sole proprietorship
  - b. Partnership
    - i. types of partnerships
    - ii. partnership agreement
  - c. Limited Liability Corporation
  - d. Corporations
    - i. stock and stockholders
    - ii. open and closed corporations
    - iii. forming a corporation
    - iv. domestic and foreign corporations
    - v. corporate charter
2. Automotive service small business
  - a. Why small businesses fail
  - b. Advantages and disadvantages of small business
  - c. Developing a small business plan
  - d. Franchising
    - i. types of franchisors
    - ii. franchise agreement
  - e. Land acquisition/real estate
    - i. location
    - ii. accessibility
    - iii. working around a bad location
    - iv. government concerns
      1. zoning
      2. permits and variances
    - v. purchasing property versus leasing
    - vi. building a new site
  - f. Automotive business opportunities
    - i. procuring capital to start
    - ii. fleet service
    - iii. specialty shops
      1. brakes
      2. exhaust
      3. electrical
      4. transmission
    - iv. used car lots
    - v. towing
3. "Business Image"
  - a. Business philosophy
  - b. Marketing
  - c. Advertising
    - i. analysis of market area
    - ii. matching business to customers in area
    - iii. continual use of advertising
    - iv. methods of advertising
4. Staffing
  - a. Analysis of employer needs
  - b. Fostering employee communication

- i. cooperation
  - ii. open business structure
  - iii. suggestion boxes
  - iv. bonuses for ideas
- c. Scheduling of employees
- d. Evaluating employees
  - i. regular reviews
  - ii. documentation
  - iii. what to evaluate
- e. Training
  - i. training days permitted
  - ii. certification
- f. Benefits
- g. Hiring
  - i. job descriptions
  - ii. finding and locating technicians
  - iii. advertising for employees
- h. Firing
  - i. documentation
  - ii. discriminatory actions
- 5. Customer relations
  - a. Principles of customer care
    - i. greeting by name
    - ii. clean shop and vehicles
    - iii. easy payment
    - iv. reception area
    - v. customer follow-up
  - b. Ohio consumer laws
    - i. right to an estimate
    - ii. individual laws
  - c. Collecting debts
    - i. small claims court
    - ii. mechanic's lien
- 6. Budgeting
  - a. Service pricing
    - i. technician productivity
      - 1. pay by the hour
      - 2. flat rate
      - 3. commission
      - 4. salary
    - ii. incentives to technicians
      - 1. monthly bonus
      - 2. profit sharing
  - b. Parts inventory
  - c. Expense control
    - i. rent/lease payments
    - ii. shop materials
    - iii. advertising
    - iv. office supplies
    - v. utilities
  - d. Balance sheet analysis
  - e. Profit/loss worksheet
- 7. Management of the automotive repair shop
  - a. Decision making
  - b. Styles of decision making
    - i. autocratic
    - ii. participative
    - iii. free-reign
  - c. Problem solving

- d. Management concerns
  - i. control of the business
  - ii. planning for growth
  - iii. organizing
    - 1. building layout
    - 2. traffic flow
    - 3. work scheduling
  - iv. leading
- 8. Auto service computer software
  - a. General information
  - b. Inventory
  - c. Labor rates/maintenance
  - d. Tracking technician productivity
  - e. Customer and vehicle database
  - f. Point of sale functions
  - g. Scheduling vehicles
  - h. Invoicing
  - i. Customer followup/marketing

## Resources

Rezin, Andrew. *Automotive Service Management*. 3rd ed. New York, NY: Pearson Education, 2019.

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Dotson, Alex. *How to Start and Manage a Successful Auto Repair Business: Professionals Guide*. Indianapolis, IN: CreateSpace Publishing, 2016.

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Demarest, Hunt. *Your Perfect Shop: How to Start, Run & Sell a Profitable Shop*. Independently Published, 2020.

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## Resources Other

1. Automotive Management Institute. <http://www.amionline.org>.
2. Automotive Service Association. <http://www.asashop.org>.
3. <http://www.dealerrefresh.com/5-steps-to-better-customer-service/> - 5 Steps to Better Customer Service
4. [http://www.epa.ohio.gov/ocapp/auto\\_body.aspx](http://www.epa.ohio.gov/ocapp/auto_body.aspx) - OH EPA - Regulations for Auto Repair and Auto Body Shops
5. <http://www.businessnameusa.com/Answers/ohio%20auto%20repair%20licensing%20requirements.aspx> - Ohio Auto Repair Licensing Requirements
6. <http://www.autoserviceprofessional.com/> - Auto Service Professional e-Newsletter
7. How To Communicate For Better Automotive Service (insidercarsecrets.com) ([http://www.insidercarsecrets.com/how\\_to\\_communicate.html](http://www.insidercarsecrets.com/how_to_communicate.html))

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