

SAIT Automotive Management Certificate Program



*Offered in partnership with
Motor Dealers' Association of Alberta and
New Car Dealers Association of B.C.*



STRONG LEADERSHIP CAN DISTINGUISH YOU FROM YOUR COMPETITORS.....

Your Dealer Associations and SAIT Polytechnic have teamed up to bring you a comprehensive 12 (twelve) course Automotive Management Certificate Program. These tailored-designed courses will provide you with practical skills that you can use in your day-to-day operations. Our interactive 2-day courses have been built from the best practices of highly effective leaders in many industries. Designed as professional development for employees of all experience levels, the courses focus on building real-world skills essential to giving you a competitive advantage in a changing world. Participants can complete 12 courses to earn a SAIT "Applied Management Certificate" or individual courses as desired. Courses can be completed in any order.



Program Schedule 2012

Course	Date	Location
Strategic Planning	January 25 & 26, 2012	Calgary
Problem Solving & Decision Making	March 14 & 15, 2012	Vancouver
The Innovative Leaders	June 19 & 20, 2012	Calgary
Communicating Effectively	September 26 & 27	Calgary

Please register directly with your Dealer Association:

Motor Dealers' Association of AB

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(Courses held at SAIT Campus, Calgary or Edmonton)

New Car Dealers Association of B.C.

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The Canadian Automotive industry is facing a period of great challenge and opportunity. Dealerships in particular are constantly being challenged by staff recruitment and retention, and an increasingly well-educated buying public is forcing significant process changes. Typically, dealerships promote their best salespeople and service advisors into management. While it is great to promote from within and these managers have the benefit of front-line experience, the skill sets that create a great salesperson or service advisor versus those that result in a great manager can be quite different. And we need fresh ideas from outside our industry too!

In today's fast-paced business world, your Dealer Associations believe that dealerships are the key to future success and it is their goal to help provide the necessary tools for dealerships to be successful. Courses may be used for advanced standing towards future educational studies at various Canadian institutions. In particular, The Canadian Automotive Institute (Georgian College) will accept these courses as transfer courses towards its Diploma in Automotive Marketing. For additional information, please contact your local Dealer Association office.

Your Management Program includes the following “Industry Proven” courses:

Accounting & Finance for Non-Accountants (ACCT-208)

Do you find those monthly reports too detailed to be effective? This course is designed for those who use these reports on the job and need to decipher and analyze key information from them. Using ratio analysis and financial statement examples you will gain a better understanding of how to work with your own financial reports.

Attraction & Retention (HREL 213)

Employee churn is expensive; and savvy organizations know that attracting the right people for the right job, then seeing to it that they remain productive, focused and motivated, makes a lot more sense than funding the revolving door of a constantly-changing workforce. Discover new and creative ways to attract and retain valued employees through this course.

Change Management (ORGB 218)

Managing change is an organizational imperative. Your organization will be challenged by sharp economic swings, new competitive pressures, globalization of the marketplace, and continued reshaping of the business world. As we head into the future without a roadmap, we must develop the skills and mindset to be victorious over change; not the victim of change. This course will help you become more fully aware of the kind of change we are experiencing, develop the ability to be innovative and more creative, understand the cycle of change, overcome resistance to change, and survive as a change agent.

Communicating Effectively (COMM 218)

With so many methods of communication available today, it's difficult to know how, when or what to communicate in order to get your message across in the most effective manner. This course focuses on honing interpersonal communications skills so learners will be able to confidently communicate with power and purpose in the workplace.

Conflict Management (MGMT-217)

Conflict is normal and an expected aspect of working together; it exists in human relationships at work as well as in other areas of our lives. Many people view conflict as a negative experience which is about right and wrong, good and bad, or winning and losing. Handled poorly, conflict can damage relationships, lower morale and impact productivity. Handled effectively, it can create opportunities for collaboration, effective resolution and healthy change. This course will help you determine the best approach to workplace conflicts and challenging situations. You will learn to apply an intervention and resolution framework based on a collaborative, interest-based conflict management approach. You will also be provided with tools that will assist you in managing conflict and challenges more effectively.

Customer Relations (MGMT-218)

Our world has become a global market place and much more competitive. There is no difference between products and services except customer service. Your customers (or lost customers) base their buying decisions on the service they receive above and beyond the product/service that they are purchasing. This course takes you through the key steps to build a customer service plan that will be your competitive advantage.

Leadership Skills (LDSH-208)

Leadership is the art of motivating and inspiring people to work toward shared aspirations. In our current work environment of unrelenting change and uncertainty, it may be the most important challenge of the decade. Leadership is a commitment to excellence and continual growth and improvement. It requires solid character and highly developed communication skills. This course will address important leadership topics and help you develop and hone your skills in the following areas: personal awareness and consciousness, developing and communicating a vision, influencing others, championing change and maintaining morale.

Managing Financial Resources & Time Management (BFIN-130)

To stay in business a company must be financially sound. As well, in our fast-paced world, time management is increasingly important, particularly for leaders of organizations who have many competing demands. This course will help you build upon ACCT-208 and pro-actively manage your business in this challenging age. It will also give you the skills to manage your priorities, set personal time management, and achieve healthy balance.

Performance Management (MGMT 228)

Managing the performance of your employees does not mean controlling, but rather helping those individuals to develop into the best employees they can be. This includes planning, monitoring, evaluating and training. The main tools used are progressive and performance reviews, goal setting and when needed, the process of progressive discipline (including dismissal). This course focuses on how you as a manager can use the newest techniques in your pursuit to assist your good employees to be better!

Problem Solving & Decision Making (MGMT 236)

Each day we must make a multitude of decisions to solve problems, handle crises, and take advantage of opportunities. In this course, you will examine the influences on decisions, apply ethics to decision making, and learn to apply various techniques and processes for individual and group decision making.

Strategic Planning (LDSH 240)

Strategy making is an important part of managerial activity as it clarifies “what” your company, department or unit should be doing as well as “how”. This course is an overview of strategic planning theory and practice and provides you with the skills to develop a strategic plan for your organization.

Supervisory Skills (SUPV-208)

Supervisory Skills may sound basic but there is nothing basic about creating a work team that is not only effective in getting work done but like being at work too! This course highlights the key skills of the successful supervisor’s role and provides opportunity for you to practice these management skills. Discussed are key communication techniques to motivate and develop your team members. Whether you are just moving into a supervisory role or have faced some of the challenges already, this career developing course is for you!

The Innovative Leader (MGMT-261)

From the development of language to the use of tools all of the great human achievements have depended on the expression of human creativity. As the speed of change continues to increase, so does the need for creativity. Strategies that were effective 10 years ago no longer generate the same result, and strategies that work today, may not work in the future. To help manage rapid change, teams and organizations are required to constantly reinvent themselves. With the advent of the information-age and more notably the Internet revolution it is not access to the information that drives success; it is what we do with the information that matters most. This depends largely on creative capacity. This course provides a set of creativity tools and strategies that participants can use to become more creative in their professional roles, and the material will also demonstrate how to run brainstorming sessions within teams or organizations.