

AUTOMOTIVE TECHNICAL ACADEMY (ATA)

ATA-ABM100

Automotive Business Administration & Workshop Management

Curriculum Framework (Version 1.0)

Programme Status: Proposed for Final Approval

Programme Information

Programme Code:

ATA-ABM100

Programme Title:

Automotive Business Administration & Workshop Management

Qualification Level:

Professional Diploma

Duration:

48 Weeks

Training Days:

5 Days Per Week

Hours Per Day:

8 Hours

Total Contact Hours:

1,920 Hours

Teaching Philosophy

- **70% Practical = 1,344 Hours**
- **30% Theory = 576 Hours**

Students will manage a **fully simulated automotive enterprise**, rotating through workshop management, finance, customer service, inventory, procurement, human resources, marketing, and executive leadership roles.

Entry Requirement

Successful completion of:

- **ATA-ABM000 – Automotive Business Management Foundation**

or

- Recognition of Prior Learning (RPL) in accordance with ATA admission policy.

Programme Goal

To produce highly competent automotive business managers capable of planning, operating, supervising, and growing modern automotive enterprises, including repair workshops, dealerships, fleet maintenance organizations, body shops, tyre centres, spare parts businesses, and multi-branch automotive service operations.

Graduate Competency Profile

Graduates will be able to:

- Develop strategic business plans for automotive enterprises.
 - Manage workshop operations, productivity, and workflow.
 - Lead and supervise technical and administrative staff.
 - Prepare budgets, financial statements, and business performance reports.
 - Design pricing models and profitability strategies.
 - Manage procurement, inventory, and supplier relationships.
 - Implement Customer Relationship Management (CRM) systems.
 - Apply quality management and continuous improvement techniques.
 - Ensure compliance with labour, environmental, and automotive regulations.
 - Use digital workshop management software and business analytics tools.
 - Plan business expansion, franchising, and succession strategies.
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Programme Structure

Module	Title	Weeks	Hours
ABM100-01	Strategic Automotive Business Management & Leadership	5	200
ABM100-02	Workshop Operations, Productivity & Service Management	7	280
ABM100-03	Financial Management, Budgeting & Business Analytics	7	280
ABM100-04	Human Resource Management, Leadership & Organizational Development	5	200

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Module	Title	Weeks	Hours
ABM100-05	Customer Relationship Management (CRM), Sales & Marketing	6	240
ABM100-06	Procurement, Inventory, Supply Chain & Quality Management	6	240
ABM100-07	Legal Compliance, Risk Management & Digital Business Systems	4	160
ABM100-08	Innovation, Entrepreneurship & Business Growth Strategy	4	160
ABM100-09	Integrated Automotive Business Management Projects	2	80
ABM100-10	Industrial Attachment, Capstone Project & Final Assessment	2	80
TOTAL		48 Weeks	1,920 Hours

Module 1

Strategic Automotive Business Management & Leadership

Duration: 5 Weeks

Topics

- Vision, mission, and strategic planning
- Leadership styles
- Organizational structure
- Decision-making
- Performance management
- Corporate governance
- Business ethics
- Change management

Practical Competencies

Students will:

- Develop a strategic plan for an automotive enterprise.
- Set business objectives and KPIs.

- Conduct management meetings.
 - Prepare executive reports.
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Module 2

Workshop Operations, Productivity & Service Management

Duration: 7 Weeks

Topics

- Workshop layout and workflow
- Job scheduling
- Labour allocation
- Productivity measurement
- Service quality
- Warranty management
- Preventive maintenance planning
- Fleet workshop operations

Practical Competencies

Students will:

- Manage daily workshop operations.
 - Optimize technician productivity.
 - Monitor service turnaround times.
 - Implement workflow improvements.
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Module 3

Financial Management, Budgeting & Business Analytics

Duration: 7 Weeks

Topics

- Financial statements
- Budget preparation
- Cash flow management
- Pricing strategies
- Profitability analysis
- Cost control
- Break-even analysis
- Business KPIs

- Dashboard reporting

Practical Competencies

Students will:

- Prepare operating budgets.
 - Analyze workshop profitability.
 - Monitor cash flow.
 - Build business performance dashboards.
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Module 4

Human Resource Management, Leadership & Organizational Development

Duration: 5 Weeks

Topics

- Recruitment
- Performance appraisal
- Staff training
- Compensation
- Conflict resolution
- Team leadership
- Workplace culture
- Succession planning

Practical Competencies

Students will:

- Conduct interviews.
 - Develop staff training plans.
 - Evaluate employee performance.
 - Resolve workplace conflicts professionally.
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Module 5

Customer Relationship Management (CRM), Sales & Marketing

Duration: 6 Weeks

Topics

- Customer journey
- CRM systems
- Digital marketing

- Social media marketing
- Sales techniques
- Customer retention
- Reputation management
- Brand positioning

Practical Competencies

Students will:

- Manage customer databases.
 - Design marketing campaigns.
 - Improve customer satisfaction.
 - Analyze customer feedback.
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Module 6

Procurement, Inventory, Supply Chain & Quality Management

Duration: 6 Weeks

Topics

- Supplier evaluation
- Purchasing procedures
- Inventory control
- Warehouse management
- Logistics
- Quality assurance
- Continuous improvement
- Lean workshop principles

Practical Competencies

Students will:

- Manage supplier relationships.
 - Control inventory.
 - Reduce waste.
 - Implement quality improvement initiatives.
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Module 7

Legal Compliance, Risk Management & Digital Business Systems

Duration: 4 Weeks

Topics

- Business registration
- Employment regulations
- Occupational health and safety
- Environmental compliance
- Insurance
- Cybersecurity awareness
- Digital workshop management systems
- Business continuity planning

Practical Competencies

Students will:

- Maintain compliance records.
 - Conduct workplace risk assessments.
 - Use workshop management software.
 - Develop business continuity plans.
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Module 8

Innovation, Entrepreneurship & Business Growth Strategy

Duration: 4 Weeks

Topics

- Innovation management
- Business model development
- Expansion planning
- Franchising
- Investment readiness
- Business pitching
- Strategic partnerships
- Sustainable business practices

Practical Competencies

Students will:

- Develop an expansion strategy.
- Prepare an investor-ready business proposal.
- Deliver a professional business pitch.
- Evaluate new market opportunities.

Module 9

Integrated Automotive Business Management Projects

Duration: 2 Weeks

Students will complete comprehensive management projects including:

- Operating a simulated automotive workshop
 - Preparing annual operating budgets
 - Managing customer service operations
 - Conducting inventory audits
 - Developing marketing campaigns
 - Presenting executive performance reports
 - Designing business growth strategies
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Module 10

Industrial Attachment, Capstone Project & Final Assessment

Duration: 2 Weeks

Students will complete:

- Supervised industrial attachment
 - Automotive business improvement project
 - Practical management assessment
 - Written examination
 - Business presentation to an evaluation panel
 - Portfolio assessment
 - Exit competency assessment
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Required Training Facilities

- Automotive Business Simulation Centre
 - Workshop Operations Control Room
 - Customer Service & CRM Laboratory
 - Digital Accounting & Finance Laboratory
 - Human Resource & Leadership Training Room
 - Inventory & Supply Chain Laboratory
 - Executive Boardroom & Presentation Centre
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Essential Training Equipment

Students should train with:

- Computers and laptops
- Workshop Management System (WMS) software
- Customer Relationship Management (CRM) software
- Accounting and payroll software
- Inventory management software
- Barcode scanners and receipt printers
- Business analytics dashboards
- Interactive display screens
- Video conferencing equipment
- Office productivity software

Assessment Structure

Assessment	Weight
Continuous Practical Assessment	35%
Practical Business Management Exercises	30%
Written Examination	15%
Capstone Business Improvement Project	15%
Professional Conduct & Industrial Attachment	5%
TOTAL	100%

Career Opportunities

Graduates may work as:

- Automotive Workshop Manager
- Service Manager
- Dealership Operations Manager
- Fleet Maintenance Manager
- Customer Experience Manager
- Business Development Manager
- Operations Director
- Automotive Business Consultant

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- Technical Training Manager
- Automotive Enterprise Owner