

AUTOMOTIVE TECHNICAL ACADEMY (ATA)

ATA-ABM000

Automotive Business Management Foundation

Curriculum Framework (Version 1.0)

Programme Status: Proposed for Approval

Programme Information

Programme Code:

ATA-ABM000

Programme Title:

Automotive Business Management Foundation

Qualification Level:

Foundation Certificate

Duration:

12 Weeks

Training Days:

5 Days Per Week

Hours Per Day:

8 Hours

Total Contact Hours:

480 Hours

Teaching Philosophy

- **70% Practical = 336 Hours**
- **30% Theory = 144 Hours**

Students will learn by operating a **simulated automotive business**, completing realistic workshop administration, customer service, inventory, sales, and financial management tasks.

Programme Goal

To equip learners with the fundamental knowledge, practical skills, and professional attitudes required to operate, support, and grow automotive businesses, while preparing them for advanced studies in workshop management and automotive entrepreneurship.

Entry Requirement

ATA-ABM000

- Basic literacy and numeracy.
- Open to new entrants and existing automotive technicians seeking business skills.
- Recognition of Prior Learning (RPL) where applicable.

Graduate Competency Profile

Graduates will be able to:

- Understand the automotive industry value chain.
- Demonstrate professional workplace behaviour.
- Communicate effectively with customers and colleagues.
- Prepare quotations, invoices, receipts, and job cards.
- Maintain simple financial and inventory records.
- Apply customer service and complaint-handling techniques.
- Use basic digital tools for automotive business operations.
- Observe workplace safety and regulatory requirements.
- Identify business opportunities in the automotive sector.
- Prepare a simple automotive business plan.

Programme Structure

Module	Title	Weeks	Hours
ABM000-01	Introduction to the Automotive Industry & Business Ecosystem	2	80
ABM000-02	Professional Ethics, Communication & Customer Service	2	80
ABM000-03	Basic Accounting, Business Documentation & Digital Tools	2	80
ABM000-04	Workshop Operations, Inventory & Safety Management	2	80
ABM000-05	Entrepreneurship, Marketing & Business Planning	2	80
ABM000-06	Integrated Business Simulation, Assessment & Presentation	2	80

Module	Title	Weeks	Hours
TOTAL		12 Weeks	480 Hours

Module 1

Introduction to the Automotive Industry & Business Ecosystem

Duration: 2 Weeks

Topics

- Structure of the automotive industry
- Automotive service businesses
- Dealerships
- Parts distribution
- Fleet services
- Customer value chain
- Career opportunities
- Professional conduct

Practical Competencies

Students will:

- Identify different automotive business models.
 - Map the automotive service value chain.
 - Explain the roles of major automotive enterprises.
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Module 2

Professional Ethics, Communication & Customer Service

Duration: 2 Weeks

Topics

- Professional ethics
- Workplace discipline
- Customer care
- Telephone etiquette
- Digital communication
- Complaint resolution
- Teamwork

- Time management

Practical Competencies

Students will:

- Receive customers professionally.
 - Handle customer complaints appropriately.
 - Communicate effectively in workshop and office environments.
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Module 3

Basic Accounting, Business Documentation & Digital Tools

Duration: 2 Weeks

Topics

- Cashbook
- Income and expenditure records
- Quotations
- Estimates
- Invoices
- Receipts
- Job cards
- Inventory records
- Spreadsheet basics
- Digital office tools

Practical Competencies

Students will:

- Prepare quotations and invoices.
 - Maintain simple financial records.
 - Produce job cards and inventory logs.
 - Use spreadsheet software for basic business records.
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Module 4

Workshop Operations, Inventory & Safety Management

Duration: 2 Weeks

Topics

- Workflow management
- Scheduling

- Inventory control
- Procurement basics
- Workplace safety
- Tool accountability
- Quality control
- Environmental responsibility

Practical Competencies

Students will:

- Schedule workshop jobs.
 - Record stock movements.
 - Perform inventory counts.
 - Apply workplace safety procedures.
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Module 5

Entrepreneurship, Marketing & Business Planning

Duration: 2 Weeks

Topics

- Entrepreneurial mindset
- Opportunity identification
- Branding
- Marketing fundamentals
- Social media marketing
- Pricing
- Customer retention
- Business plan preparation

Practical Competencies

Students will:

- Develop a simple marketing strategy.
 - Create a basic automotive business plan.
 - Present a business opportunity proposal.
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Module 6

Integrated Business Simulation, Assessment & Presentation

Duration: 2 Weeks

Students will operate a simulated automotive enterprise and complete practical activities including:

- Customer reception
 - Vehicle booking
 - Job card preparation
 - Estimate preparation
 - Inventory management
 - Invoice generation
 - Customer follow-up
 - Daily cash reconciliation
 - Business performance reporting
 - Business plan presentation
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Required Training Facilities

- Automotive Business Simulation Office
 - Customer Reception & Service Desk
 - Computer Laboratory
 - Digital Accounting & Office Applications Laboratory
 - Inventory & Stores Management Room
 - Business Presentation Room
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Essential Training Equipment

Students should train with:

- Desktop and laptop computers
 - Printers and scanners
 - Barcode scanners
 - Inventory management software (training version)
 - Accounting software (training version)
 - Spreadsheet and word-processing applications
 - Receipt printers
 - Filing cabinets and document storage systems
 - Customer service telephone system
 - Projector and presentation equipment
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Assessment Structure

Assessment	Weight
Continuous Practical Assessment	35%
Practical Business Simulation	30%
Written Examination	15%
Business Plan Project	15%
Professional Conduct	5%
TOTAL	100%

Career Pathways

Graduates may progress to:

- **ATA-ABM100 – Automotive Business Administration & Workshop Management**
- **ATA-SP100 – Automotive Spare Parts Dealership & Supply Chain Management**

They may also work as:

- Workshop Administrative Assistant
- Customer Service Assistant
- Parts Store Assistant
- Service Reception Assistant
- Inventory Clerk
- Automotive Sales Support Assistant
- Small Business Assistant