



**Automotive Technical Academy (ATA)**

# Faculty of Automotive Business Management



## Curriculum with Course Syllabus

Department: **BUSINESS ADMINISTRATION**

Semester 1-4 | Core Courses + ATA 2040 Electives + SIWES + Capstone with Course Codes (BAD 101-BAD 404)

### BAD 101 – Workplace & Cyber Safety in Business

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Principles of workplace safety, data protection, and business risk management.
<b>Syllabus / Topics</b>	<ul style="list-style-type: none"> <li>• Office ergonomics • Cybersecurity basics</li> <li>• Workplace safety laws</li> </ul>
<b>Practical Activities / Lab Work</b>	<ul style="list-style-type: none"> <li>• Cybersecurity drill • Safety compliance audit</li> </ul>
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply workplace and cybersecurity safety practices.
<b>Accreditation Mapping</b>	NBTE NID   IMI-UK
<b>AI/Future Module ↘</b>	AI Cyber Safety Trainer

### BAD 102 – Business Communication

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Oral, written, and digital communication in business.
<b>Syllabus / Topics</b>	<ul style="list-style-type: none"> <li>• Oral communication • Written skills • Digital tools</li> </ul>



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<b>Practical Activities / Lab Work</b>	• Draft memos, reports, presentations
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Demonstrate effective business communication.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI Communication Assistant

### BAD 103 – Introduction to Accounting

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Basics of financial statements and bookkeeping.
<b>Syllabus / Topics</b>	• Balance sheet • Income statement • Bookkeeping
<b>Practical Activities / Lab Work</b>	• Record sample transactions
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Understand and prepare basic financial records.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI Accounting Tutor

### BAD 104 – ICT for Business

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Use of digital tools (MS Excel, ERP basics) in business.
<b>Syllabus / Topics</b>	• MS Excel • ERP basics • Digital communication
<b>Practical Activities / Lab Work</b>	• Spreadsheet-based budgeting
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply ICT tools in business operations.
<b>Accreditation Mapping</b>	NBTE NID   IMI-UK
<b>AI/Future Module ↘</b>	AI ERP Companion

### BAD E1 – CAD Office Layout & Workflow Simulation (Elective)

<b>Credit Hours</b>	<b>2 (0T/2P)</b>
<b>Course Description</b>	Basics of CAD office layout and workflow design.
<b>Syllabus / Topics</b>	• CAD basics • Workflow design
<b>Practical Activities / Lab Work</b>	• Create CAD workflow simulation
<b>Assessment Methods</b>	Project 100%
<b>Learning Outcomes</b>	Design office workflows using CAD tools.
<b>Accreditation Mapping</b>	NBTE Elective   IMI-UK
<b>AI/Future Module ↘</b>	CAD Workflow Designer



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## BAD 201 – Organizational Behavior

<b>Credit Hours</b>	<b>3 (2T/1P)</b>
<b>Course Description</b>	Employee motivation, culture, and performance.
<b>Syllabus / Topics</b>	• Motivation • Organizational culture • Performance management
<b>Practical Activities / Lab Work</b>	• HR role play and case studies
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Analyze organizational behavior in business.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI HR Analyzer

## BAD 202 – Marketing Principles

<b>Credit Hours</b>	<b>3 (2T/1P)</b>
<b>Course Description</b>	Product, price, place, promotion for automotive businesses.
<b>Syllabus / Topics</b>	• Marketing mix • Branding • Promotion
<b>Practical Activities / Lab Work</b>	• Design a mini marketing campaign
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply marketing principles in business.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI Marketing Strategist



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## BAD 203 – Financial Management

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Capital budgeting, ROI, and working capital management.
<b>Syllabus / Topics</b>	• Capital budgeting • ROI • Working capital
<b>Practical Activities / Lab Work</b>	• Analyze business financing options
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Manage finances in business settings.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↗</b>	AI Finance Planner

## BAD 204 – Business Law & Ethics

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Contracts, labor laws, intellectual property.
<b>Syllabus / Topics</b>	• Contract law • Labor laws • Ethics
<b>Practical Activities / Lab Work</b>	• Draft sample business contract
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply business law and ethics principles.
<b>Accreditation Mapping</b>	NBTE NID   IMI-UK
<b>AI/Future Module ↗</b>	AI Compliance Advisor

## BAD E2 – AR Business Negotiation Simulator (Elective)

<b>Credit Hours</b>	<b>2 (0T/2P)</b>
<b>Course Description</b>	AR-based simulation of negotiation scenarios.
<b>Syllabus / Topics</b>	• Negotiation basics • AR simulations
<b>Practical Activities / Lab Work</b>	• Conduct AR negotiation exercises
<b>Assessment Methods</b>	Project 100%
<b>Learning Outcomes</b>	Demonstrate negotiation and conflict resolution skills.
<b>Accreditation Mapping</b>	NBTE Elective   IMI-UK
<b>AI/Future Module ↗</b>	AR Negotiation Coach

## BAD 301 – SIWES Internship

<b>Credit Hours</b>	<b>6 (0T/6P)</b>
<b>Course Description</b>	Supervised internship in business admin roles (dealerships, parts companies, workshops).
<b>Syllabus / Topics</b>	• Internship placement • Logbook reporting
<b>Practical Activities / Lab Work</b>	• Apply business admin in real industry
<b>Assessment Methods</b>	Supervisor Report 50%   Logbook 30%   Oral 20%
<b>Learning Outcomes</b>	Demonstrate professional business



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	administration skills.
<b>Accreditation Mapping</b>	NBTE SIWES   ASE
<b>AI/Future Module ↘</b>	IoT Internship Logbook

## BAD 401 – Capstone Project

<b>Credit Hours</b>	<b>6 (0T/6P)</b>
<b>Course Description</b>	Independent project in business strategy/administration.
<b>Syllabus / Topics</b>	• Project proposal • Execution • Defense
<b>Practical Activities / Lab Work</b>	• ERP rollout or AI-enabled HR system
<b>Assessment Methods</b>	Project 50%   Report 30%   Defense 20%
<b>Learning Outcomes</b>	Deliver a capstone project in business administration.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI Business Simulator

## BAD 402 – Strategic Management

<b>Credit Hours</b>	<b>3 (2T/1P)</b>
<b>Course Description</b>	Long-term planning, competitive strategy, sustainability.
<b>Syllabus / Topics</b>	• Strategic planning • Competitive analysis • Sustainability
<b>Practical Activities / Lab Work</b>	• Case analysis of automotive firms
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply strategic management concepts.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↘</b>	AI Strategic Planner

## BAD 403 – Entrepreneurship & Innovation

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Startup planning, innovation models, scaling businesses.
<b>Syllabus / Topics</b>	• Business models • Innovation strategies • Scaling
<b>Practical Activities / Lab Work</b>	• Draft a business model canvas
<b>Assessment Methods</b>	CA 20%   Business Plan 40%   Exam 40%
<b>Learning Outcomes</b>	Develop entrepreneurship and innovation projects.
<b>Accreditation Mapping</b>	NBTE NID   IMI-UK
<b>AI/Future Module ↘</b>	AI Startup Mentor



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## BAD 404 – Human Resource Management

<b>Credit Hours</b>	<b>2 (1T/1P)</b>
<b>Course Description</b>	Recruitment, training, performance appraisal.
<b>Syllabus / Topics</b>	• Recruitment • Training • Appraisal systems
<b>Practical Activities / Lab Work</b>	• Mock recruitment and HR simulations
<b>Assessment Methods</b>	CA 20%   Practical 40%   Exam 40%
<b>Learning Outcomes</b>	Apply HR management in organizations.
<b>Accreditation Mapping</b>	NBTE NID   ASE
<b>AI/Future Module ↗</b>	AI Talent Manager

## BAD E3 – Digital Transformation & Future of Work (Elective)

<b>Credit Hours</b>	<b>2 (0T/2P)</b>
<b>Course Description</b>	Digital transformation and future work practices.
<b>Syllabus / Topics</b>	• Digital transformation • Remote work • AI tools
<b>Practical Activities / Lab Work</b>	• Simulate future work scenarios
<b>Assessment Methods</b>	Project 100%
<b>Learning Outcomes</b>	Understand and apply digital transformation practices.
<b>Accreditation Mapping</b>	NBTE Elective   IMI-UK
<b>AI/Future Module ↗</b>	AI Future Work Coach