

# Automotive and Heavy Equipment Management • Bachelor of Science

## Why Choose Automotive and Heavy Equipment Management?

The AHM program is a third- and fourth-year program that concentrates on managerial skills required by the automotive and heavy equipment industry. Along with specific automotive and heavy equipment management abilities, students have the opportunity to develop communication and other related skills through oral presentations and written projects that are required in many courses. In addition, an on-the-job management internship is an important part of the program.

All areas of the AHM program are supported by a computer laboratory that features the very latest in industry hardware and software. Instruction is provided in the areas of management, sales, marketing, distribution, customer relations, warranty administration, franchising, dealership operations, accounting, financing and related computer skills.

## Prepare for a Great Career

The automotive and heavy equipment industry needs managers and representatives with up-to-date technical, managerial and communication skills. Manufacturers need service, sales, parts and customer relations representatives.

Positions also exist in dealerships and repair centers and include service management, parts management, sales, leasing and general management. Other management positions include aftermarket managers, fleet managers, technical writers, trainers and government agency managers.

Graduates from the AHM program are among the highest-paid and most sought-after graduates of Ferris. Because every global automotive manufacturer doing business in America requires managers with the precise skills offered by this program, many graduates are faced with the difficult decision of choosing from several highly desirable and lucrative job offers.

## Admission Requirements

Students entering the program must have an associate degree in an automotive or heavy equipment area or equivalent. Admission is open to the following Ferris programs: Automotive Body, Automotive Service Technology and Heavy Equipment Technology.

Graduates of automotive-related associate degree programs at other colleges are also qualified to transfer into the AHM program, including graduates of factory co-op programs such as GM's ASEP, Ford's ASSET, Chrysler's CAP and Toyota's T10 programs.

Advanced standing in the program can be achieved by transfer of credit, armed forces study, College Level Examination Program (CLEP) and course proficiency examinations.

## Graduation Requirements

The Automotive and Heavy Equipment Management program at Ferris leads to a bachelor of science degree. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall. Students must complete all general education requirements as outlined on the General Education website.

## Required Courses

## Credit Hours

General Education		
COMM 121	Fundamentals of Public Speaking	3
ECON 221	Prin of Macroeconomics*S	3
ENGL 311	Advanced Technical Writing	3
Electives:	Cultural Enrichment	6
	Scientific Understanding (with lab)	4
	Social Awareness	3
Major		
AHEM 301	Auto Marketing & Distribution 1	4
AHEM 302	Auto Marketing & Distribution 2	4
AHEM 303	Dealership Accounting	4
AHEM 360	The Auto: Symbol, Art Form, and Shaper of Society	3
AHEM 401	Management of Fixed Operations	4
AHEM 402	Mgmt of Variable Operations	4
AHEM 404	Warranty Procedure/Customer Rel	3
AHEM 450	Automotive Materials	4
AHEM 460	Automotive Internet Marketing	3
AHEM 493	Automotive Management Internship	4
AHEM 499	Seminar/Project & Assessment	1
Related Courses		
BLAW 301	Legal Environment of Business	3
MGMT 301	Applied Management	3
MKTG 321	Principles of Marketing	3
Minimum credit hours required for B.S. degree (after completion of an A.A.S. degree):		69



## More Information

AHM Program  
 Ferris State University  
 708 Campus Drive  
 Big Rapids, MI 49307-2281  
 or call (231) 591-2655

**FERRIS STATE UNIVERSITY**

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