

**Course Code:** AFM 156

**Course Title:** Dealership Operations

**Department:** Applied Sciences and Technologies

**Effective Date:** Summer 2026

**PCS Code:** 1.2 - Occupational/Technical Instruction

**CIP Code:** 47.0604

**Repeatability:** 0

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## Credit Hours

**Catalog Notation:** 2-1-2

**Credit Hour Distribution:**

Lecture: 2

Lab: 1

Clinical: 0

**Total: 2**

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## General Course Information

### Catalog Description

Daily operations of modern Ford and Lincoln dealership service departments, including ethical and legal issues. Introduction to automotive shop safety and usage of common shop equipment.

### General Course Objectives

Students will be prepared to enter the workforce in a dealership service department.

### Minimum Placement Levels

English	Reading	Math
Placement into ENG 098	Placement into CCS 098	Placement into MAT 060

### Prerequisites

None

### Methods of Evaluation

The minimum number of evaluation methods include: 3 quizzes, 5 lab exercises, 6 web courses, 1 lab practical exam, 1 paper, and 1 presentation.

### Instructional Materials and Additional Supplies

None.

## Course Content

### General Learning Outcomes (GLOs)

- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.

### Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Ford and Lincoln Dealership Structure	<ol style="list-style-type: none"> <li>Describe the chain of command in the dealership.</li> <li>Describe the purpose of the dealership.</li> </ol>	2	0	0
Ford Motor Company Policy and Procedure Manual	<ol style="list-style-type: none"> <li>Describe the franchise agreement.</li> <li>Describe the responsibility of the dealerships to Ford Motor Company.</li> </ol>	4	0	0
Time Labor Standards	<ol style="list-style-type: none"> <li>Explain the flat rate system.</li> <li>Explain and describe the warranty time labor standards.</li> </ol>	4	0	0
Training Standards	<ol style="list-style-type: none"> <li>Describe the Ford-mandated training standards.</li> <li>Explain the structure of Ford training.</li> <li>Describe how to use the Ford multimedia training system and the Ford Star System.</li> </ol>	2	0	0
Ethics	<ol style="list-style-type: none"> <li>Explain what is expected of service technicians in the dealership.</li> <li>Explain the high level of ethics relative to repair of automobiles.</li> </ol>	10	0	0
Oral Communication in the Dealership	<ol style="list-style-type: none"> <li>Communicate effectively with dealer personnel and with service customers.</li> </ol>	2	0	0
Computer Applications	<ol style="list-style-type: none"> <li>Operate a computer to complete Ford-required web-based courses and multimedia courses.</li> <li>Use the online shop manuals.</li> <li>Write accurate descriptions of work performed in a word-processing program.</li> </ol>	3	0	0
Vehicle Inspection Forms and Light Maintenance and Repair	<ol style="list-style-type: none"> <li>Demonstrate honest and thorough vehicle inspection techniques using Ford/Lincoln inspection forms.</li> <li>Identify unsafe and/or recommended components which require service.</li> <li>Demonstrate the ability to safely and correctly perform light maintenance and repair procedures such as oil changes and tire rotations per manufacturer guidelines.</li> <li>Identify and implement proper shop safety measures.</li> </ol>	3	15	0

#### Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
30	15	0