





De Anza College
Program Outline Report

Program Basics	
Program Title:	Automotive Technology Management
Program Status:	In development
Department:	ATMG - Automotive Technology Management
Award Type:	Bachelor of Science (B.S.) Degree (Credit)
Program Description	The Bachelor of Automotive Technology Management degree will offer students opportunities for employment and career growth within the automotive industry, by helping fill the entry-level management needs of dealerships, independent repair shops, municipalities, and privately-owned fleets – including those in the new and growing field of autonomous and electric vehicles. The degree will also contribute to the mission of economic growth and global competitiveness that guides California Community Colleges. The program is designed for students who have completed all the automotive-related courses (about 40 quarter or 27 semester units or more) at any California Community College, or at a regionally accredited institution of higher education.
Control Number:	No value
Credential ID:	BS_Automotive Technology Management
TOP Code (SP01) :	0948.00
TOP Code (SP01) :	*Automotive Technology
CIP Code:	(47.0604) Automobile/Automotive Mechanics Technology/Technician.
Maximum Units:	180
Minimum Units:	180
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	No value

Proposal Details	
Proposal Start:	Fall 2025
Submission Rationale	<ul style="list-style-type: none">New Program

Program Files Upload	
Program Requirements File - ALL certificate/degree programs ProgramRequirements_Degree ATMG.docx  Download	
LMI File - ALL CTE certificate/degree programs LMI_2025.pdf  Download	
Advisory Board Minutes File - Credit CTE certificate/degree programs ONLY Minutes_Advisory_2025.pdf  Download	
Regional BACCC Minutes File - Credit CTE certificate/degree programs ONLY Minutes_Regional_BACCC_2025.pdf  Download	
TMC Template File - Transfer degree programs ONLY No Value	
ASSIST File(s) - Transfer certificate/degree programs ONLY No Value	

Program Goal	
Program Goal	CTE

Program Header	
Program Header	Automotive Technology Management

Program Division	
Program Division	2AT

Program Sub-Award

Program Sub-Award
NA

Comments - Program

Stage 2: Department Chair
No Value

Stage 3: Division Curriculum Representative
No Value

Stage 4: Division Dean
No Value

Stage 5: SLO Coordinator
No Value

Stage 6: CTE Dean
No Value

Stage 8: Articulation Officer
No Value

Stage 9: Curriculum Committee
No Value

Curriculum Office - Program

Program Distance Education
0% (0000)

Program Apprenticeship
No

Program CDCP Eligibility Criteria
Workforce Preparation (J)

Program Employment Potential
LMID EDD Consultant (Imidedd)

Program Code
No Value

Curriculum Office Notes
No Value

Program Requirements

BS_Automotive Technology Management (Total 60)

Complete all of the following

IMPORTANT NOTE: Some courses have prerequisites; see the college catalog for more information.

0

Required Core - Upper-Division Major: (Total 45)

Complete all of the following

ATMGD601. - Automotive Management Principles

5

ATMGD602. - Automotive Planning and Small Business Management

5

ATMGD603. - Automotive Service Management

5

ATMGD604. - Automotive Parts Management

5

ATMGD605. - Automotive Fleet Management

5

ATMGD606. - Human Resources in the Automotive Industry

5

ATMGD607. - Automotive Sales, Finance, and Leasing

5

ATMGD608. - Automotive Digital Marketing and E-Commerce

5

ATMGD609. - Automotive Regulations and Law

5

Required Core - Upper-Division General Education: (Total 15)

Complete all of the following

BUSD615. - Ethics and Sustainability

5

BUSD620. - Leadership and Team Dynamics

5

EWRTD610. - Professional Writing in the Workplace

5

Student must take at least 15 units of upper-division General Education courses and at least 39 units of lower-division General Education courses

0

Lower-Division Electives (as needed to reach 180 units)

0

Recommended Sequences

No value

Program Outcomes

BS_Automotive Technology Management

PSLO

Performance

Demonstrate the required skills for effective entry-level management in the automotive repair industry

100

Demonstrate knowledge of leadership, ethics, critical thinking, and all forms of communication in business and life

100

Recognize and value the intricacies of working and living in a multicultural world by demonstrating gratefulness of diversity

100

Program Narrative

1. Program Goals and Objectives

To better prepare automotive technology students for a career in management and provide opportunities for upward mobility in the workplace. This program also provides equitable educational opportunities for all students, including those from underserved populations who would otherwise not be able to attain a degree. This Career Technical Education program helps prepare students for employment in areas of management in new car dealerships, independent repair shops, municipalities, and fleets.

2. Master Planning

De Anza College automotive technology has a renowned program that has served students since 1967, when the campus opened. Currently, the auto tech department offers three AS degrees for full-time day students and four AS degrees for part-time students in the evenings.

In response to the passing of AB 927, Automotive Technology can now provide opportunities for a Baccalaureate degree in automotive technology, which has never been locally possible for automotive technology students. This Baccalaureate degree provides an opportunity for auto tech students to continue their education in all areas of entry-level management in the automotive repair industry. Many local new-car dealerships and municipalities have employment opportunities for students who have earned a Baccalaureate degree in automotive technology management, which includes the hands-on lower division auto tech courses.

This new degree is yet another layer in the many stackable certificates and degrees in the automotive technology department for students to achieve. De Anza College automotive technology students who have completed certificates and associate's degrees now have the opportunity to complete an affordable bachelor's degree.

3. Enrollment Numbers

	Year 1		Year 2	
Course ID	Annual #	Sections Annual Enrollment	Total Annual #	Sections Annual Enrollment Total
ATMG 601	NEW	NEW	NEW	NEW
ATMG 602	NEW	NEW	NEW	NEW
ATMG 603	NEW	NEW	NEW	NEW
ATMG 604	NEW	NEW	NEW	NEW
ATMG 605	NEW	NEW	NEW	NEW
ATMG 606	NEW	NEW	NEW	NEW
ATMG 607	NEW	NEW	NEW	NEW
ATMG 608	NEW	NEW	NEW	NEW
ATMG 606	NEW	NEW	NEW	NEW
BUS 615	NEW	NEW	NEW	NEW
BUS 620	NEW	NEW	NEW	NEW
EWRT 610	NEW	NEW	NEW	NEW

4. Place of Program in Curriculum/Similar Programs

This new program does not replace an existing program. Related programs are all AS degree programs from Automotive Technology.

5. Similar Programs at Other Colleges in Service Area

There are no similar programs in the service area.

6. Enrollment and Completer Projections

Completer projections are 15 each year, beginning with the completion of the first cohort of students. Surveys were conducted on Dec. 22, 2021. A summary of the results is presented below. As shown, there is an extremely high interest among both alumni and students who are currently enrolled in the program but had not received any certificates at the time of this survey.

Category	Surveyed	Responded	Response Rate	Extremely interested	Somewhat interested	Not so interested	Not at all interested
Alumni	549	134	24.41%	52.99%	32.09%	10.45%	4.48%
Current Students	348	111	32.18%	48.21%	44.64%	3.57%	3.57%

Item 8. Administrative Plan

Financially, the Foothill-De Anza Community College District is among the strongest in the state. This information is based on the 2020-2021 Adopted Budget report (https://business.fhda.edu/_downloads/2021-22%20Adopted%20Budget.pdf) (https://business.fhda.edu/_downloads/2021-22%20Adopted%20Budget.pdf). The Adopted Budget plan for \$196.3 million in unrestricted general fund revenue is \$4.3 million higher than the prior year's Adopted Budget. The Adopted Budget has an unadjusted positive operating result of \$2 million and an ending fund balance of \$36.3 million. The district has earned AAA and AA ratings from Moody's Investors Service and Standard & Poor's on all or most of its general obligation bond issues and consecutive refinancing. In addition to the general funds, over \$2 million dollars are allocated to De Anza College through the Strong Workforce initiatives. A large portion of the allocation is typically spent to meet the needs of Applied Technologies departments, to make sure the facilities are up to date and provide the best educational experience for our students.

The program director for this baccalaureate program will receive a release in spring 2022 to work on the baccalaureate curriculum and accreditation processes. Planning and implementation costs will be funded by a combination of CTE Enhancement Funds, Perkins funding, Chancellor's Circle, the President's Innovation Fund, and divisional operating budgets.

An additional tenured full-time faculty position was approved in fall 2021. The faculty hiring processes will start in winter 2022 and the hire will be effective in September 2022.

The current staffing of the program is adequate to launch the baccalaureate program and for tracking outcomes. De Anza College's Office of Institutional Research has the staffing to assist with surveys and data analysis. Our current facility meets the needs of the pilot program. In addition, De Anza College's Online Learning Center has the experience and infrastructure to assist the baccalaureate program with coursework that might be offered in online or hybrid formats. An additional Online Faculty Director position was approved and funded in December 2021, with a hire date in early 2022.

De Anza College's academic counselors and financial aid departments are aware of the proposed Automotive Technology Management program and are ready to meet the needs of its students once the program is approved. Additionally, the college has a well-funded Student Success Center that is also ready to support the program through peer tutoring and related services. There are several general counselors with two dedicated to Career Technical Education programs, including both the day and evening Automotive Technology programs.

Item 9. Expertise, Resources, and Student Interest

The following demonstrates the expertise that De Anza College would bring to this program:

- Auto Tech faculty members have over 100 years, combined, of automotive repair experience.
- The Auto Tech program consistently draws over 2,000 enrollments annually.
- The program's student success rate is always over 80%.
- The program's student retention rate is 95%.
- There is no equity gap for this program: Success rates for students of color are within 5 percentage points of the rates for other student groups.
- The Auto Tech program is accredited through the ASE (Automotive Service Excellence) Education Foundation. Next year, we will begin a reaccreditation process that includes a self-assessment and a site visit by the ASE evaluation team.
- The program has ongoing partnerships with Audi, Nissan/Infiniti, Subaru, Ford, and Mercedes Benz.
- A program advisory committee, with representatives from private industry, meets twice a year to review the curriculum and provide input.
- The Auto Tech department offers over \$50,000 in student scholarships each year.
- The program has employment partnerships with numerous dealerships and independent repair shops.