Business Administration Automotive Management

SCHOOL OF TRANSPORTATION

Overview

The Business Administration Automotive Management program is your gateway to a successful business career in the automotive industry.

Designed in collaboration with industry representatives, this two-year diploma program is unique in Western Canada. You'll acquire expertise in communication, marketing, management and essential automotive knowledge.

In this program, you'll gain:

- a comprehensive understanding of the industry and how different parts of the business work together
- effective communication abilities to communicate with team members, customers, suppliers and other stakeholders
- marketing expertise, including how to promote new vehicle models, services offered by car dealerships or aftermarket products
- an understanding of marketing strategies and consumer behaviour
- management and strategy skills to lead teams, allocate resources, set goals and ensure efficient business operations and profitability.

Our program offers a blended learning environment. You'll engage in traditional classroom instruction, collaborative coursework with your peers and online learning.

In addition to classroom instruction, our program includes a valuable paid summer work practicum. This real-world experience will give you a head start in your automotive management career.

Upon graduation, you can pursue careers in various areas of the car industry, including leadership or management positions within dealerships, roles in parts, sales, service and finance departments or positions with related organizations, like aftermarket companies, insurance or credit companies.

Traits, skills and aptitudes

To work in automotive business administration, you need:

- self-confidence and self-motivation
- listening and presentation skills
- perseverance and resilience
- flexibility and adaptability
- an even temperament
- stress-management skills
- time-management, communication and problem-solving skills
- the ability to work independently and as part of a team
- the ability to serve both company and client needs
- computer literacy.

You should enjoy meeting new people and selling goods or services. For certain positions, you should be comfortable identifying and approaching potential customers, building new relationships, or overseeing the preparation of sales contracts.

Practicum, Co-op and Work Integrated Learning

Between your first and second year, you will participate in a paid work term where you'll gain experience in the automotive industry.

Credentials

After successfully completing this program, you'll be awarded a SAIT Business Administration - Automotive Management diploma.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and completion of the following courses or equivalents:

- at least 50% in Math 30-1 or Math 30-2, and
- at least 50% in English Language Arts 30-1, or at least 60% in English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2.5*	$6,105	$2,015	$8,120
2	2	$5,550	$1,764.50	$7,314.50
			Total cost:	**$15,434.50**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

*.5 indicates a combination of full-time semester(s) and part-time semester(s) in the same academic year. In many cases, students are completing a practicum during their part-time semester. Part-time students are those taking less than nine (9) course credits in a semester. You are not eligible for the UPass during a part-time semester.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2.5*	$19,107	$2,015	$21,122
2	2	$17,370	$1,764.50	$19,134.50
			Total cost:	**$40,256.50**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Year	Number of semesters	Tuition fees	Additional fees	Total per year

*.5 indicates a combination of full-time semester(s) and part-time semester(s) in the same academic year. In many cases, students are completing a practicum during their part-time semester. Part-time students are those taking less than nine (9) course credits in a semester. You are not eligible for the UPass during a part-time semester.

Books and Supplies

Books and supplies are approximately $1,500 per full-time year.

This is a bring-your-own-device program with a standard computer hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.