

## Undergraduate/Graduate Certificate **DEALERSHIP MANAGEMENT AND OPERATIONS**

# Coming in Summer 2026!

### **Certificate Overview (Undergraduate / Graduate)**

The Dealership Management & Operations Certificate is designed to prepare students and working professionals for leadership roles in franchised and independent dealerships, such as automotive, powersports, RV, marine, and farm equipment sales.

This certificate provides foundational business and operational management competencies tailored specifically to dealership environments. The curriculum integrates emerging technologies, regulatory compliance, leadership development, forecasting, expense control, sales management, and organizational behavior in a dealership context positioning students for advancement into management and executive roles.

This certificate enhances student knowledge in analytics and enterprise-wide leadership, making it adaptable across automotive, RV, equipment, powersports, and marine dealership sectors. It provides applicable learning to current dealership employees, veterans (with logistics/fleet background), and independent service and small business owners.

This certificate may be offered as a stand-alone credential at either the undergraduate or graduate level, or as a stackable pathway leading to a Bachelor of Science in Applied Studies (BSAS), a Bachelor of Business Administration (BBA), or an (MBA) in General Business, Management, Strategic Leadership, (MS) in Organizational Leadership, an (MS) in Applied Artificial Intelligence or an (MA) in Professional Development.

### **Students completing a Dealership Management & Operations Certificate will be able to:**

- Apply operational management principles to both variable and fixed operations within a dealership.
- Analyze dealership financial performance using key performance indicators and forecasting techniques.
- Demonstrate knowledge of legal and regulatory frameworks for dealership operations and F&I compliance.
- Implement data-driven strategies leveraging AI and emerging technologies in sales and service operations.
- Integrate leadership, ethical decision-making and risk management skills across dealership departments.
- Current employees in related fields such as powersports, RV, marine, and farm equipment sales.

### **Target Audience:**

- Students with technical or applied degrees in automotive, diesel, collision repair, recreational vehicles, farm-implementation, or related fields who want to transition into management positions within dealership operations.
- Current dealership employees in sales, service, F&I, or parts departments seeking leadership advancement.
- Veterans and adult learners with backgrounds in logistics, fleet management, or automotive technology.
- Small business owners in related fields such as repair shops, detailing, or equipment sales who want to expand managerial and operational expertise.

## Alignment with Certification Boards

The Association of Finance and Insurance Professionals (AFIP) is the recognized standard for F&I compliance and ethics. This certificate aligns directly with AFIP competencies, allowing students to prepare for certification within the curriculum.

## What are the Requirements?

The Undergraduate / Graduate Certificate in Dealership Enterprise Management requires 4 courses (12 credit hours), including:

### **Dealership Management and Marketing (3 hours)**

This course includes a review of new and used vehicle sales, fleet and rental programs, and finance & insurance (F&I). The course emphasizes AI-driven lead management, inventory control, pricing strategy, and customer retention practices across digital and traditional retail environments.

### **Dealership Service, Parts and Body Shop Management (3 hours)**

This course focuses on service, parts, and body shop operations, including warranty, internal, and customer-pay work. Topics include inventory management, retail and wholesale strategies, safety & compliance, and profitability optimization.

### **Dealership Legal and Regulatory Compliance (3 hours)**

This course examines state and federal laws governing dealership operations, with an emphasis on F&I compliance, ethical sales practices, and consumer protection regulations. It also prepares students for the Association of Finance and Insurance Professionals (AFIP) certification exam.

### **Leading the Dealership Enterprise (3 hours)**

This course offers an enterprise-level perspective on dealership management. Topics include financial statement analysis, risk management, forecasting, strategic planning and leadership development across all dealership departments.

**Courses: 12 Hours**

\*See the following information for student preparation for the Association of Finance and Insurance Professionals (AFIP) examination, along with additional certificate benefits.

## AFIP Certification Exam:

Students who complete the Amberton University Dealership Management and Operations Certificate will be prepared to sit for the Association of Finance and Insurance Professionals (AFIP) Exam, the recognized standard for F&I compliance and ethics. For more information, please visit: <https://afip.com/fi-certification/step-by-step-guide-to-afip-certification/>.

## AFIP Certification Benefits:

The AFIP Certification Program gives F&I professionals the power to sell their products with confidence and authority. Professionals certified through AFIP gain a working knowledge of the state and federal laws associated with the F&I profession, opportunities for continuing development, and higher standing in the industry. AFIP Certification is an asset on your résumé. Many prominent dealer groups only employ AFIP Certified F&I personnel. Certification is a big plus for potential employers.

For dealerships and owners, AFIP Certification gives your employees the tools necessary to operate comfortably within the law and to meet higher performance thresholds. As productive members of your team, they are less inclined to change jobs. AFIP Certification can also be used as proof of knowledge of F&I law and ethics to help settle employee disputes.

AFIP certification benefits lenders, vendors and general agents in two main ways:

- AFIP-Certified professionals submit accurate information and properly disclose documents, which benefits lenders and funding sources.
- Certified field representatives from lenders and vendors provide dealer-clients with valuable and timely compliance support. Representatives can help clients through the AFIP Certification process or provide oversight through simple compliance audits during sales calls.

For more information on additional benefits, see: <https://afip.com/fi-certification/benefits/>

