



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Information Systems Management for Motor Retail

Business, Commerce and Management Studies / Generic Management

Unit Standard 243354 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips motor retail professionals with the skills to provide, use, and manage information and information systems effectively within a motor retail business environment. Participants will learn to leverage data and technology to support operational decisions, improve customer service, and enhance business performance.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243354
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply information management principles to collect, store, and retrieve data relevant to motor retail operations.
- Analyze information system requirements for a motor retail business to identify gaps and opportunities.
- Evaluate the effectiveness of existing information systems in supporting business processes and decision-making.
- Demonstrate the ability to use information systems to generate reports and support customer relationship management.
- Implement basic data security and integrity measures to protect sensitive business and customer information.
- Design simple information system workflows that align with motor retail operational needs.

WHO SHOULD ATTEND

- This course is designed for motor retail managers, sales and service advisors, dealership administrators, and other personnel responsible for handling information and using information systems in a motor retail setting.

COURSE OUTLINE

Day 1: Introduction to Information Systems in Motor Retail

- Overview of information systems.
- Types of IS: transaction processing, management information, decision support.
- IS in motor retail: sales, service, parts, finance.
- Stakeholders and users in a dealership.
- Ethical and legal considerations (POPIA, CPA).
- Unit standard 243354 outcomes.

Day 2: Data Management and Database Concepts

- Data vs information vs knowledge.
- Database management systems (DBMS).
- Entity-relationship diagrams for motor retail (customers, vehicles, invoices).
- Data quality and cleansing.
- Backup and recovery strategies.
- Introduction to SQL: SELECT, INSERT, UPDATE, DELETE.
- Hands-on: Query sample dealership database.

Day 3: Business Processes and IS Integration

- Process mapping techniques (flowcharts, swimlanes).
- Customer relationship management (CRM) systems.
- Dealer management systems (DMS).
- Integration of sales, service, and parts modules.
- Point-of-sale and inventory management.
- Case study: Process improvement at a dealership.
- Group exercise: Redesign a process with IS support.

Day 4: Systems Analysis and Design

- SDLC phases: planning, analysis, design, implementation, maintenance.
- Requirements gathering: interviews, surveys, observation.
- Use case diagrams for motor retail scenarios.
- Data flow diagrams (context and level 0).
- Agile vs waterfall: pros and cons.
- Prototyping and user acceptance testing.
- Workshop: Write user stories for a new service booking system.

Day 5: IT Governance, Risk, and Compliance

- Principles of IT governance.
- COBIT 5 framework overview.
- IT service management with ITIL.
- Information security: threats, vulnerabilities, controls.
- Risk assessment: likelihood and impact matrix.
- Data privacy and POPIA requirements.
- Business continuity and disaster recovery.
- Case study: Data breach at a dealership.

Day 6: Emerging Technologies and Digital Transformation

- Internet of Things (IoT) in vehicle telematics.
- Artificial intelligence for predictive maintenance and sales.
- Blockchain for vehicle history and supply chain.
- Cloud computing: SaaS, PaaS, IaaS.
- Digital transformation framework.
- Change management and user adoption.
- Group project: Propose a digital innovation for a dealership.

Day 7: Implementation, Evaluation, and Capstone

- Project management basics (Gantt charts, milestones).
- Change management strategies.
- Training and support for end-users.
- Measuring IS effectiveness: KPIs and balanced scorecard.
- Post-implementation audit.
- Continuous improvement.
- Capstone presentation: IS management plan.
- Course review and assessment.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Mauritius
04 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	17 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243354) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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