

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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Accelerate Your Career In the Automotive Industry

The technological advancements in the industry has brought immense growth. According to the 2023 McKinsey Report, the automotive software market is projected to reach 80 billion USD by 2030, growing at about 10% CAGR per year. North American automotive production is expected to grow by 2.9% in 2024.

Put the Pedal to the Metal

Recent Roles Completed by our Students

Organization	Positions
Honda Canada	Account Services Support - Summer Student Company Product Distribution Administrator Dealer Care Specialist Inventory Control Administrator, Summer Student National Coordinator Zone Sales Publications Specialist - Student
Mercedes-Benz Financial Services Canada Corporation	Data Insights & Advanced Analytics Intern Insurance Analyst Intern Operations Services Support Intern
Toyota Canada Inc.	Co-op, Enterprise Architecture and Governance (IS) Co-op, National Sales Co-op, Service Retention Internal Communications Co-op Lexus Product Planning Co-op Recruitment Co-op Service Retention Co-op Toyota National Sales & Operations Co-op Vehicle Incentive Strategy Co-op
Taq Auto	Social Media Intern
General Motors of Canada Company	Co-op - Financial Analyst - Current and Future Vehicle Pricing 2024 Winter Co-Op - Income Tax
Volvo Financial Services (VFS)	Intern: Financial Planning & Analysis



Current Co-op Students Average Salaries per Work Term



Wk Term 1
\$20.85

Wk Term 2
\$21.64

Wk Term 3
\$22.63

Wk Term 4
\$23.50

Student Resources & Opportunities

TRSM Resources

- [Bootcamps](#) - Microsoft Excel, SQL
- [Prep Programs](#) - Project and Product Management, Recruitment, Cyber Security, Consulting
- [Events](#) - Career roundtable discussions, Industry panels, Networking events, Alumni coffee chats

External Resources

- [Empowering Auto](#) - Events and Mentorship programs for women and Annual Conference
- [Accelerate Auto](#) - Career opportunities for Black Talent
- [Canadian International AutoShow](#) - Paid/ Volunteer opportunities

Meet A TRSM Co-op Student



 **Shannon Yu**
Marketing
Management
Student

“ This past Winter, Shannon worked at Toyota Canada Inc. as Internal Communications Intern for her first work-term.

Q: What BCH events and Bootcamps helped prepare you for the role?

A: First, I looked at their values and goals, and what the company strives for. In the interview, I talked about how I could help the company drive in that direction while still being personable and bringing my own unique perspective. To prepare, I reached out to previous Co-ops at Toyota and attended BCH Coffee Chat events to learn how to talk to professionals. I found that my active involvement in student groups and the skills I gained from the marketing bootcamp were very transferable.



Q: Can you elaborate on any specific projects and memorable achievements during your term?

A: During my term, I made a significant impact by managing the company-wide weekly newsletter, adding my personal touch. I also organized vehicle showcases for associates and revamped our internal events with new ideas and designs. My goal was to create a memorable legacy. Balancing these projects with my weekly tasks required effective multitasking skills.

Q: How does your work term in the auto industry compare to the ones you have completed previously?

A: My role in Internal Communications was HR-focused, not marketing, which I studied. However, my manager recognized my potential and assigned me tasks such as creating graphics, floor plans, budgeting, organizing internal events, and managing Toyota Canada Inc's LinkedIn account. Toyota encourages coffee chats, and I honed these skills from my student group experience, meeting many cool people who also connected me with others in their network.

“ David has worked at Honda previously as a Dealer Care Specialist and currently as a Analyst in the PE/Marine Sales Operations Sector.

Meet A TRSM Alumni

Q: What made you decide to stay with Honda after graduation?

A: I decided to stay with Honda after graduation as it felt like a home to me and was a diverse place with lots of opportunities and growth. Also, my decision was based on my connections during my co-op work term with Honda as a summer student, and I discovered a new field that I would fit into and potentially grow.



Q: Can you share any insights into the differences between your co-op experience and your current full-time position?

David Ha
Marketing
Management
Graduate











A: The main difference between my Co-op and current full-time position is the work model. My Co-op was fully remote with limited colleague interaction, while my current hybrid model allows in-person collaboration and work-from-home flexibility. Additionally, during my Co-op at Honda Canada Dealer Care, I handled inbound and outbound dealership requests. Now, as a Sales Analyst in Marketing & National Operations of the PE & Marine Department, I analyze and communicate with various departments to gather information.

Q: Have there been any unexpected challenges in transitioning to a full-time employee? If so, how have you overcome them?

A: Transitioning to full-time work can be challenging. Employers may require a degree certificate before convocation; I resolved this by updating my graduation status via myServiceHub for a confirmation letter. Adjusting to a 9-5 schedule also took time, which I managed by planning my calendar and adapting my sleep routine.

Want to Learn About More Opportunities?

 TOYOTA Toyota Canada Inc	 HONDA Honda Canada	 Mercedes-Benz Financial Services Canada Corporation	 General Motors of Canada
 Nissan Canada	 BMW	 Hyundai	 Mazda

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



Staff Contributor Alethia Davis-Hecker

Alethia is a Career Coordinator at the BCH and UWindsor alumna with over 8 years of experience in career services. She is a passionate advocate for uplifting the voices of equity-deserving students in academia. She is the founder of SMILE, a Non-profit organization in Toronto that assist low-income mothers soar to their full potential.



Staff Contributor Tanya Maden-Skydan

Tanya is a Manager in the Corporate Partnerships department who focuses on the Automotive, Non-Profit Initiatives and Public Administration.



Student Contributor Pranaya Siva

Pranaya is a Global Management student at TRSM, working at the BCH as a Client Engagement Associate. She enjoys engaging in creative endeavors and loves connecting with people. She has a particular interest in events and project management.

Data Sources

1. Canadian Automotive Outlook: The road back to normality. TD Canada Trust. (n.d.). <https://economics.td.com/ca-auto-outlook-update>.
2. BOSCH Home Page. Bosch in Canada. (n.d.-a). <https://www.bosch.ca/careers/students-and-graduates/>