



INTERIOR  
DESIGNERS  
INSTITUTE

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## INTERIOR DESIGNERS INSTITUTE

## Masters of Interior Design Winter 2020

### Course Syllabus

**Course: Business Practices #507**

**Professor: Chris Kittrell, MBA, CID, Allied Member ASID**

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### Grade Point Summary

	<u>Points</u>
1 - Do you have What It Takes? Quiz/Summary	20
2 - Critical Thinking Exercises – Chapter 1	50
3 - Product/Service/Market/ Feasibility Analysis	30
4 - Exploring your Market (Segmentation)	30
5 - Business Plan – Mission, Vision, Culture – Logo Branding	20
6 - Business Plan – DRAFT 1, Cover Page thru 4.0, with SWOT	30
7 - Business Plan – DRAFT 2, Cover thru 5.0	30
8 - Business Plan – Final Presentations	70
Class participation through term, verbal contributions	20
<b>Total</b>	<b>300</b>

Late Assignments – 10 points

270 – 300 = A

Late to Class – 5 points

240 – 269 = B

Assignments will not be accepted by email.

210 – 239 = C

**Course Textbooks:** Mariotti, Steve, Glackin, Caroline.

*Entrepreneurship 4<sup>th</sup> Edition*

New Jersey/Ohio, Prentice Hall, 2013

ISBN-13: 978-0133934458

### Course Objectives for this Term:

- Students will appraise the criteria necessary to become a successful entrepreneur or effectively contribute to the success of another's business.
- Students will apply critical thinking and argue positions regarding various facets of business practices
- Students will be able to distinguish and contrast a business idea from a business opportunity.
- Students will be able to understand and apply marketing research techniques and develop strategies and tactics as a result of outcomes.
- Students will acquire knowledge of business planning principles and systematize them into a formal business plan based upon their primary area of interior design and will integrate the research into their comprehensive project for the MIA degree.

## **Class 1 - January 13**

Review and update contact information, review safety & emergency guidelines.  
Discuss text books, syllabus, grading & expectations for 1<sup>st</sup> quarter, this class.

**Class discussion** – Individual career objectives, backgrounds and expectations of the MIA degree program Integration of this course with all other MIA courses.

**Lecture** – Entrepreneurship Opportunities

### **Reading & Assignments for Class 2**

**Reading: Entrepreneurship: Chapter 1 & both Case Studies - Urban Decay & Four Square Pages 30 – 33. Come prepared for discussion on these.**

**Assignment #1** – Complete “Do You Have What it Takes?” Quiz – Page 12 of Text  
Make a copy, Write your name at the top, circle best multiple choice answers, & submit this with a written explanation of your personal points scored as on page 13. **(Due 1/20)**

**Assignment #2** – Create a written summary of answers to **Critical Thinking Exercises** on page 27 of text, type answers 1-1 thru 1 – 6. **Complete Key Concept Question** 1 – 12 and summarize answer in writing; **Complete Exploring on Line**, 1 – 15. Summarize in writing. Come prepared to present and discuss your findings, as well as submit written work. **(Due 1/20)**

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## **Class 2 – January 20**

**Lecture** – Business Planning – Required Format  
The Road Map to Success  
Creating Business from Opportunity.  
Business Plan template  
Sources – Overview of Business Plan Expectations

### **Reading & Assignments for Class 3**

**Reading: Entrepreneurship – Chapter 2 & Chapter 3**

**Assignment #3** – Start to identify your Product or Service, Create written Market & Industry and Feasibility Analysis use format on Critical Thinking Exercise 3 -1, text page 116 **(Due 1/27)**

Type and submit. Refer and include 6 factors of competitive advantage, page 101.  
**(Due 1/27)**

Class discussion on students' niche areas.

## **Class 3 – January 27**

**Lecture** – Creating Business from Opportunity  
Mission, Vision, Culture, Logo & Branding  
Market Segmentation, Marketing Research

## **Reading & Assignments for Class 4**

**Reading:** *Entrepreneurship* – Chapter 4

**Assignment #4:** Exploring your Market – (Segmentation) **Identify Your Niche Opportunity**  
Complete Critical Thinking Exercise – 4.1, 4.2, & 4.5 pages 149 – 150.  
Submit in writing Class 4 **(Due 2/3)**

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## **Class 4 – February 3**

**Lecture** – Exploring your Market

### **Further define your Product/Service & Market & Industry**

Feasibility Analysis discussing existing competitive rivalry, barriers to entry, threats or substitutes, supplier power and buyer power.

**Due this week:** Critical Thinking Exercise – 4.1, 4.2, & 4.5 pages 149 – 150.

**Reading & Assignment for Class 5 - *Entrepreneurship*** – Chapter 5

**Assignment #5:** DRAFT of Mission, Vision Culture – Biz Builder 1.0, 2.0 page 118, complete and submit Class 6. **(Due 2/24)**

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## **NO CLASS ON PRESIDENT'S DAY – FEBRUARY 17TH**

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## **Class 5 – February 10**

**Lecture** - Developing the Right Marketing Mix

Feedback on DRAFT Mission, Vision, & Culture (pass back & discuss)

**Reading & Assignment for Class 6:**

**Reading:** *Entrepreneurship* – Chapter 6

**Assignment 6:** DRAFT Business Plan Sections Cover Page thru Sections 4.0 Including SWOT, submit Class 7 **(Due 3/2)**

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## **Class 6 – February 24**

**Lecture** – Marketing Research – Sources & Expectations for Business Plan  
Business Plan 5.0 Marketing Plan, the 4 P's

**Due this week: Assignment #5**

*Class discussions on status, progress & challenges.*

**Assignment # 7: Cover Page thru 5.0 within depth Marketing plan,** Explore resources for in-depth marketing research to support the viability of your Business Plan. **(Due 3/9)**

**Reading:** *Entrepreneurship* – Chapter 7

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## **Class 7 – March 2**

### **Lecture – Legal Issues – Managing Risks (Guest Speaker)**

Financial Management, Strategies & Tactics, Start-up Costs

### **Due this week: Assignment #6**

Business Plan – DRAFT Cover Page thru 4.0, with SWOT

**Reading Assignment for Week 8 – Entrepreneurship – Chapter 11**

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## **Class 8 – March 9**

**Lecture:** None – Students will have set appointment times with professor.

Feedback on DRAFT Cover Page thru 4.0, with SWOT (pass back and discuss)

**Individual sessions** with students 15 minutes each; review & feedback current status of business plans. Time slots will be assigned during Class 7.

**Due this week:** *Work in progress only.*

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## **Class 9 - March 16**

Lecture: Business Planning – (Guest Speaker)

**Assignment #8** Expectations for Final Student Presentations (**Due 3/30**)

**Due this week: Assignment #7:** Business Plan – Cover page thru 5.0 (Complete Revision with added Marketing Plan)

Reading Assignment - Entrepreneurship (Review chapters independently as necessary for complete success in business plan submission).

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## **Class 10 – March 23**

Feedback on Assignment 7

Q & A to on Final Presentations – Expectations

Depends on Work-Complete, Work-in-Progress

May be LAB time, or Individual Meetings

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## **Class 11 – March 30**

### **Student Presentations**

#### **Due this week:**

**Assignment #8 - Final Business Plan Presentations - Cover page through 5.0**  
**PPT, 20 minutes per student**

**Submit physical copy – 1 paper copy for each Student, 1 for Instructor**

**Submit copy – on Thumb Drive (Flash Drive)**

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