INTERIOR DESIGNERS INSTITUTE
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BUSINESS PRINCIPLES Course #217 (11 Week Course)

INSTRUCTOR: CHRIS KITTRELL, CID, MBA, ALLIED ASID, Member NKBA
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TEXTBOOK REQUIRED – PURCHASE PRIOR TO START DATE OF CLASS
"Professional Practice for Interior Designers", **Sixth Edition,** Christine M. Piotrowski, John Wiley & Sons, Inc. 2016
ISBN: 978-1119554516

COURSE DESCRIPTION:
This class is designed to provide the student with knowledge of the business aspects of the interior design profession. Topics included are: Professional Ethics, Licensing, Contracts, Estimating and Accounting Procedures (i.e. ordering, billing, design fee compensation and designer/client relationships).

COURSE OBJECTIVES:
The student will understand the profession of interior design, writing a business plan to establish an interior design practice. The course will also cover managing the business finances, marketing and business development, project management and career options. The student will learn how to successfully complete interior design paperwork: Letters of Agreement, Proposals, Purchase orders, Invoices and Accounting procedures.

COURSE SUMMARY/STUDENT OUTCOME:
Upon completion of the course, the student will have the business knowledge necessary to be able to begin freelance work, operate a successful business and deal with different client personalities.

GRADING: Based upon Quiz scores, completion of Letter of Agreement, Purchase Order Test, Sales Order Test Business Plan completion, submission of final Project Notebook & Attendance.

REQUIREMENTS OF CLASS:

- **TEN POINTS WILL BE DEDUCTED FOR EACH CLASS MISSED**
- **FIVE POINTS WILL BE DEDUCTED FOR EACH LATE ASSIGNMENT**
- **ALL QUIZZES ARE GIVEN AT BEGINNING OF CLASS via Canvas**
- **NO MAKE-UPS FOR ANY QUIZZES MISSED**
- **SCHOOL ATTENDANCE POLICY:**
  Each student may have two total absences. However, more than two consecutive class meeting absences or three non-consecutive class meeting absences per course may result in the student being withdrawn from that course.
- **NO RECORDING OF ANY LECTURES OR GUEST SPEAKERS**

Business Principles Syllabus

CLASS 1 – September 14 - Syllabus & Grading Overview
Lecture: Chapters 1, 2 & 3
Interior Design as a Profession, Professional Advancement, Going Global
Reading Assignment: Chapters 1, 2 & 3

CLASS 2 – September 21 - Quiz 1: Chapters 1, 2 & 3
Lecture: Chapters 4 & 5 – Where Designers Work, Professional Options & Goal Setting
Reading Assignment: Chapters 4 & 5
Assignment: *Goal Setting Exercise –* ***Due October 5 (2 weeks)***

NO CLASS SEPTEMBER 28 – HOLIDAY

CLASS 3 – October 5 - Quiz 2: Chapters 4 & 5
Lecture: Chapters 19, 20, 22 & 23
Creating and Managing an Interior Design Practice, Advice and Counsel,
Business Formations & Business Legal Filings and Licenses
Reading Assignment: Chapters 19, 20, 22 & 23
Assignment: Web Resource Summary – Due October 19 (2weeks)

NO CLASS OCTOBER 12 – HOLIDAY

CLASS 4 – October 19 - Quiz 3: Chapters 19, 20, 22 & 23
Lecture: Chapters 21 - Preparing the Business Plan, Practice Organization and Management, Strategic Planning
Reading Assignment: Chapter 21
Marketing Research, Sources & On-line Templates
Business Plan
Assignment: Cover page, Table of Contents, Sections 1.0 – 3.0 – Due November 2 (2 weeks)

CLASS 5 – October 26 - Quiz 4: Chapter 21
Lecture: Chapter 29 – Employee Management
Human Resource Management, Legal Issues of Employment
Reading Assignment: Chapter 29
Assignment: Continue to work on Business Plan

CLASS 6 – **November 2 - Quiz 5**: Chapter 29
Lecture: Chapters 24, 25 & 26
Fundamentals of Marketing, Promotional Tools & Marketing Online
Lecture: Industry & Environmental Analysis, Market Research
Assignment: Business Plans Sections 4.0 and 5.0 – **Due November 16 (2 weeks)**

Class 7 – November 9 – Quiz 6: Chapters 24, 25 & 26
Lecture: Chapter 28 Money Management - Start Up Costs, Break Even Analysis
Reading Assignment: Chapter 28
Handout on Start-Up Costs, Fixed & Variable Costs, Break Even Point

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CLASS 8 – **November 16 – Quiz 7:** Chapter 28
Lecture: Chapters 9 & 10
Project Compensation and Fees, Preparing Design Contracts
Reading Assignment: Chapters 9 & 10
Assignment: Letter of Agreement Take Home Text – Due November 30 (2 weeks)

NO CLASS NOVEMBER 23 – THANKSGIVING WEEK BREAK

CLASS 9 – November 30 – Quiz 8 (Final Quiz): Chapters 9 & 10
Lecture – Chapter 17 – Contract Administration Design Presentations, Construction & Order Processing
Lecture - Chapter 27 - Selling Strategies
Reading Assignment: Chapters 17 & 27
Assignment: Sales Order & Purchase Order Take Home Tests – Due-December 7 (1 week)

CLASS 10 –December 7 - No Quiz- ***Submit Complete*** **Business Plans**
(Revision of Cover Page thru 3.4 and submission of entire plan through all of Section 5)
Lecture: Chapters 12 & 13 - Product Pricing, the sale of Goods and the Uniform Commercial Code, Warranties and Product Liability, Sales & Use Taxes
Discussion on work-in-progress Sales Order/Purchase Order (Questions & Answers)
Reading Assignment: Chapters 12 & 13

CLASS 11 – December 14 – Final Class (Final Notebook Due)
Include ALL work submitted, Binder must have Tabs that follow Assignment Sequence
Lecture: Chapters – 6, 7, 8 & 11 How to write Cover Letters, Resumes, Ethics & Professional Conduct, Legal Responsibilities & Trade Sources
Lecture: Job Placement Opportunities & Process @ IDI - Resume & Cover Letters, Job Placement, Exit Interviews & Employment Verifications, ACCSC & BPPE.