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BUSINESS PRINCIPLES Course #217 - SECTION 5709

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 major 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:
- NO RECORDING OF ANY LECTURES

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class meeting absences or three non-consecutive class meeting absences per course may result in the student being withdrawn from that course.

School Holidays – Fall 2021

<u>Thursday</u>	Yom Kippur	September 16th
Monday	Columbus Day	October 11th
<u>Thursday</u>	Veteran’s Day	November 11th
<u>Thursday</u>	Thanksgiving	November 25th

<u>Grading</u>	90 – 100 = A	80 – 89 = B	70 – 79 = C (Grading will be recorded in Canvas)
8 Quizzes			25 Points each = 200
Goal Setting Exercise			45
Web Resource Summary			30
Business Plan – Cover thru 3.4			50
Business plan – Section 4.0			50
Business Plan – Section 5.0			50
Letter of Agreement Test			25
Purchase Order Test			50
Sales Order Test			50
Complete Business Plan Revision			50
Final Project Notebook		50	Grand Total Possible Points = 650

Business Principles Syllabus

CLASS 1 – September 23 - 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 30 - 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*

CLASS 3 – October 7 - 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*

CLASS 4 – October 14 - 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*

CLASS 5 – October 21 - Quiz 4: Chapter 21

Lecture: Chapter 29 – Employee Management

Human Resource Management, Legal Issues of Employment

Reading Assignment: Chapter 29

Assignment: *Continue work on Business Plan*

CLASS 6 – October 28 - 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*

Class 7 – November 4 - 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

NO SCHOOL ON NOVEMBER 11TH – VETERAN'S DAY

CLASS 8 – November 18 – Quiz 7: Chapter 28

Lecture: Chapters 9 & 10

Project Compensation and Design Fees, Preparing Design Contracts

Reading Assignment: Chapters 9 & 10

Assignment: *Letter of Agreement Take Home Test (Due Dec 2)*

Assignment: *Sales Order & Purchase Order Take Home Tests (Due Dec 9)*

NO SCHOOL DURING THANKSGIVING WEEK – NOVEMBER 22 – 25

CLASS 9 – December 2 – 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

CLASS 10 – December 9 - No Quiz

Submit: *Complete Revised & Final Business Plans*

Submit: *Final Project Notebook*

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.