



# Chaminade University OF HONOLULU

## Course Syllabus

[Chaminade University Honolulu](https://www.chaminade.edu/)

3140 Waiālae Avenue - Honolulu, HI 96816

**Course Number:** EID 410

**Course Title:** Design Business Principles and Practices

**Department Name:** Environmental and Interior Design

**College/School/Division Name:** School of Humanities, Arts and Design

**Term:** Fall 2024

**Course Credits:** 3

**Class Meeting Days:** Tuesdays and Thursdays

**Class Meeting Hours:** 11.30-12.50pm

**Class Location:** Eiben 201

**Instructor Name:** Matthew Higgins

**Email:** [matthew.higgins@chaminade.edu](mailto:matthew.higgins@chaminade.edu)

**Phone:** 510-680 6501

**Office Location:** Eiben 208

**Office Hours:** Tuesday/Thursday 1.00-3.00 and by appointment

### University Course Catalog Description

Basic principles of Interior Design business management, professional ethics and practice, examined to prepare students for the professional working environment. Professional resumes and business cards are also prepared.

### Course Overview

This course is designed to explore the basic principles of small business management, from the perspective of a design practice. Areas of study will include marketing tools and techniques, creation of a business plan, financing, management of human resources and all other functional areas necessary to successfully start and operate a small business, such as a design practice.

### Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

## Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school

## Learning Outcomes

By the end of this course, students will:

- Recognize the basic theory, concepts and procedures of business management. (PO 1, CIDA 6)
- Comprehend and apply the fundamental business skills necessary for owning and operating a business. (PO 1, CIDA 5, 6)
- Describe successful design practices and other small businesses and analyze the reasons for their success. (PO 1, CIDA 6, 9)
- Develop a background for more informed managerial decision making. (PO 1, CIDA 6)

## Course Prerequisites

Upper Division standing; EN 102, COM 101.

## Required Learning Materials

Set textbook:

Professional Practice For Interior Designers, 5<sup>th</sup> or 6<sup>th</sup> edition, by Christine Piotrowski, John Wiley & Sons, 2013/2020.

## Course Website:

<https://chaminade.instructure.com/courses/36449>

## Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in [Canvas Students](#)
- [Live chat with Canvas Support for students](#)
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video to get you started](#)
- [Online tutorials](#): click on "Students" role to access tutorials
- Contact the Chaminade Helpdesk for technical issues: [helpdesk@chaminade.edu](mailto:helpdesk@chaminade.edu) or call (808) 735-4855

## Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including,

but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu) or 808-739-8305.

## Schedule

		Course Assignment	Reading Assignment	Chapter #	
				5 <sup>th</sup> Ed.	6 <sup>th</sup> Ed.
<b>MODULE 1</b>	Aug. 20	Course Introduction			
<b>1. Professional Responsibility</b>		<b>DQ 1</b>	<i>Interior Design as a Profession</i>		1
<b>2. Establishing an Interior Design Practice</b>	27		<i>Preparing the Business Plan</i>	17	21
		<b>DQ 2</b>	<i>Business Formations</i>	18	22
	Sep. 3		<i>Ethics &amp; Professional Conduct</i>	3	7
		<b>DQ 3</b>	<i>Legal Responsibilities</i>	4	8
	10	<b>DQ 4</b>	<i>Creating a New I.D. Practice</i>	15	19
			<i>Advice &amp; Counsel</i>	16	20
	17	<b>DQ 5</b>	<i>Strategic Planning</i>	20	30
		<b>BPA: Market Analysis</b>	<i>Business Legal Filings &amp; Licenses</i>	19	23
<b>MODULE 2</b>	24	<b>DQ 6</b>	<i>Employee Management</i>	27	29
<b>1. Managing an Interior Design Practice</b>		<b>RP: Oral Presentations (1)</b>	<i>Money Management (part 1)</i>	21	28
<b>2. Marketing for Success</b>	Oct. 1	<b>DQ 7</b>	<i>Money Management (part 2)</i>	21	28
		<b>RP: Oral Presentations (2)</b>	Mid-term Content Review		
	8		Professional Guest Discussion		
		<b>Mid-term Examination</b>			
	15	<b>DQ 8</b>	<i>Promotion Basics</i>	23	24
		<b>BPA: Management</b>	<i>Promotional Tools &amp; Methods</i>	24	25
	22		<i>Selling Strategies</i>	25	27
		<b>BPA: Financial Plan</b>	<i>Project Compensation &amp; Fees</i>	6	9
<b>MODULE 3</b>	29	<b>DQ 9</b>	<i>Preparing Design Contracts</i>	7	10
<b>1. Defining the Project</b>			<i>Product Pricing</i>	8	12
<b>2. Project Delivery</b>	Nov. 5	<b>BPA: Implementation</b>	<i>Sale of Goods &amp; Commercial Code</i>	9	13
			Professional Guest Discussion		
	12	<b>BPA: Final Presentation</b>	<i>The Project Management Process</i>	11	15
		<b>DQ 10</b>	<i>Contract Documents &amp; Specs</i>	12	16
	19	<b>Research Presentations (1)</b>	<i>Trade Sources</i>	10	11
			<i>Construction &amp; Order Processing</i>	13	17
	26	<b>Research Presentations (2)</b>	<i>Delivery &amp; Closeout</i>	14	18
	28		(no class)		
	Dec. 6	<b>Final Examination (8.30-10.30am)</b>			

Content and events are subject to change

## Assessment

The course assessments comprise the following:

- 20% Midterm Examination
- 20% Final Examination
- 20% Research Paper/Oral Presentation
- 20% Business Plan (Group Assignment)
- 20% Discussion Questions

## Grading Scale

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- A Outstanding scholarship and an unusual degree of intellectual initiative
- B Superior work done in a consistent and intellectual manner
- C Average grade indicating a competent grasp of subject matter
- D Inferior work of the lowest passing grade, not satisfactory for fulfillment of prerequisite course work
- F Failed to grasp the minimum subject matter; no credit given

## Course Policies

### Late Work Policy

All work is expected to be presented on time.

### Instructor and Student Communication

Questions for this course can be emailed to the instructor at [matthew.higgins@chaminade.edu](mailto:matthew.higgins@chaminade.edu). Online, in-person and phone conferences can be arranged. Response time will take place up to 24 hours.

### Cell phones, tablets, and laptops

Out of consideration for your classmates, please set your cell phone to silent mode during class. Students are encouraged to bring laptops or tablets to class as the instructor will assign online activities and readings that will require the use of a laptop or tablet. Laptops and tablets should not be misused, such as checking distracting websites. Use your best judgment and respect your classmates and instructor.

### Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information ([ada@chaminade.edu](mailto:ada@chaminade.edu)).

### Title IX and Nondiscrimination Statement

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic

violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator.

### **Nondiscrimination Policy & Notice of Nondiscrimination**

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX may be referred to the University's Title IX Coordinator, the U.S. Department of Education's Office for Civil Rights, or both and contact information may be found at the [Chaminade University Title IX Office Contact Information and Confidential Resources website](#). On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).

The University's Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates. The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

### **Attendance Policy**

The following attendance policy is from the 2019-2020 Academic Catalog (p. 54-55). Faculty members should also check with their divisions for division-specific guidelines.

Students are expected to attend regularly all courses for which they are registered. Student should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor, although the instructor is not required to withdraw students in that scenario. Repeated absences put students at risk of failing grades.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu Tutor Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes.

Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should communicate first with the instructor to review the options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion.

### **Student Conduct Policy**

Campus life is a unique situation requiring the full cooperation of each individual. For many, Chaminade is not only a school, but a home and a place of work as well. That makes it a community environment in which the actions of one students may directly affect other students. Therefore, each person must exercise a high degree of responsibility. Any community must have standards of conduct and rules by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor

and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website under Student Life.

For further information, [please refer to the Chaminade Catalogue](#).

### **Credit Hour Policy**

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in a minimum of 45 hours of engagement, regardless of varying credits, duration, modality, or degree level. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester. Terms that have alternative lengths, such as 10 week terms, should have an equivalent amount of faculty instruction and out-of-class student work to meet each credit hour. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit. The number of engagement hours may be higher, as needed to meet specific learning outcomes.

#### *Specific Credit Situations*

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

#### *How This Course Meets the Credit Hour Policy*

This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 48.5 hours in class, 30 hours for research assignments, 36.5 hours for reading and preparation for class presentations, and 50 hours for assignment preparation outside of class times.