

# CHAMINADE UNIVERSITY

## COURSE SYLLABUS

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COURSE TITLE: ID 410, Business Principles and Practices  
TERM: August 31, 1998 - December 11, 1998  
TIMES: Monday, Wednesday and Friday, 10:00 - 10:50  
INSTRUCTOR: Caryn Callahan, Ph.D.  
OFFICE HOURS: By Appointment, Kieffer Room 4  
OFFICE PHONE: 739-4689  
HOME PHONE: 395-0541  
E-MAIL: world@lava.net

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### COURSE DESCRIPTION

**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.**

### OBJECTIVES

The main objectives of this course are to:

- 1) **Provide the student with a basic understanding of the theory, concepts and procedures of business management.**
- 2) **Equip the student with the fundamental business skills necessary for owning and operating a business.**
- 3) **Describe successful design practices and other small businesses and analyze the reasons for their success.**
- 4) **Provide a background for more informed managerial decision making.**

## **GRADING**

<b>Midterm Examination</b>	<b>30%</b>
<b>Final Examination</b>	<b>30</b>
<b>Oral Presentation/Write Up</b>	<b>35</b>
<b>Class Participation</b>	<b>5</b>

## **ORAL PRESENTATION/ WRITE UP**

**Each student will do an oral presentation of 15 minutes in length. Each presentation should analyze in depth one issue in design practice management. The oral presentation should be professionally prepared and delivered. You will be expected to prepare visual aids and handouts. Once the dates of the presentations are announced, you will be penalized if you do not give one week's notice if you want to change the date of your presentation.**

**Please write up your oral report, including Bibliography, and submit it for grading. In order to give all students the same amount of preparation time, the written reports are all due on the same day, Friday, December 11, rather than on the date that the student makes his/her individual presentation.**

## **ASSIGNMENTS**

**Reading assignments will be taken from the assigned textbook and, occasionally, from supplementary material.**

## **TEXTBOOK**

**Professional Practice For Interior Designers, Christine Piotrowski, Von Nostrand Reinhold Publishing, Second Edition, New York, 1994.**

**1998 SCHEDULE AND ASSIGNMENTS**  
**ID 410, Business Principles and Practices**

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**Week #1** Monday, August 31; Wednesday, September 2; Friday, September 4

**Assignment for this week:** Text: Chapter 1 "The Profession"  
Chapter 2 "Personal Goal Setting"

**Case #1 for Discussion:** "King's Beauty Supply," Handout, page 593. Questions on page 594.

**Design Practice Dialogue:** Chicago Associates Planners and Architects (CAPA)  
Croxtan Collaborative, P.C.  
Freya Block Design, Inc.

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**Week #2** Wednesday, September 9; Friday, September 11  
Monday, September 7 is a HOLIDAY, Labor Day

**Assignment for this week:** Text, Chapter 3 "Planning a New Practice"  
Chapter 4 "Advice and Counsel"

**Case #2 for Discussion:** "Operating a Kiosk Franchise," Handout, page 600.  
Questions on page 602.

**Design Practice Dialogue:** Garth Sheriff + Associates  
Glenn Garrison, Inc.  
Harden Van Arnam, Architects

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**Week #3** Monday, September 14; Wednesday, Sept. 16; Friday, September 18

**Assignment for this week:** Text: Chapter 5 "Business Formations"  
Chapter 6 "Legal Filings"

**Handout:** Sample Business Plan

**Case #3 for Discussion:** "Robinson Associates," Handout, page 605.  
Questions on page 609.

**Design Practice Dialogue:** Hughes Group, Ltd.  
Janice Stevenor Dale Associates  
Judith Stockman and Associates

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**Week #4** Monday, September 21; Wednesday, Sept. 23; Friday, September 25

**Assignment:** Handout: "Accounting Statements and Financial Requirements"

**Case #4 for Discussion;** "The Fantastic Catalogue Co.," Handout, page 610.  
Questions on page 613.

**Design Practice Dialogue:** Laura Bohn Design Associates, Inc.  
Lee Stout, Inc.  
Michael Pyatok and Associates

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**Week #5** Monday, September 28; Wednesday, September 30; Friday, October 2

**Assignment for this week:** Text: Chapter 7 "Legal Responsibilities"  
Chapter 8 "Warranties and Product Liabilities"

**Case #5 for Discussion:** "Logan Beach," Handout, p. 619. Questions on p. 621.

**Design Practice Dialogue:** Roberta Washington Architects, P.C.  
Rockwell Associates  
William B. Koster and Associates

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**Week #6** Monday, October 5; Wednesday, October 7; Friday, October 9

**Assignment for this week:** Text: Chapter 11 "Financial Accounting"  
Chapter 12 "Financial Management Control"

**Case #6 for Discussion:** "Stich Craft," Handout, p. 597. Questions, p. 599.

**Design Practice Dialogue:**

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**Week #7** Wednesday, October 14; Friday, October 16  
Monday, October 12 is a HOLIDAY, Columbus Day

**FRIDAY, OCTOBER 16: MIDTERM EXAMINATION**

**Begin reading next week's assignment:**

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**Week #8** Monday, October 19; Wednesday, October 21; Friday, October 23

**Assignment for this week: Text:**

Chapter 9 "Business Organization and Personnel Management"

Chapter 10 "Legal Issues of Employment"

Chapter 13 "Product Pricing Considerations"

Case #7 for Discussion: "Litter Ridder," Handout, p. 631. Questions on p. 633.

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**Week #9** Monday, October 26; Wednesday, October 28; Friday, October 30

**Assignment for this week: Text: Chapter 14 "Determining Design Fees"**

Chapter 15 "Preparing Design Contracts"

Chapter 16 "The Sale of Goods and the  
Uniform Commercial Code"

Cases #8 for Discussion: "Douglas Electrical Supply, Inc." Handout, page 642.  
Questions on page 643.

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**Week #10** Monday, November 2; Wednesday, November 4; Friday, November 6

**Assignment for this week: Text:**

Chapter 17 "Marketing Interior Design Services"

Chapter 18 "Promoting the Interior Design Practice"

Case #9 for Discussion: "Mather's Heating and Air Conditioning," Handout,  
page 644. Questions on page 645.

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**Week #11** Monday, November 9; Friday, November 13

Wednesday, November 11 is a HOLIDAY, Veterans Day

**Assignment for this week: Handout: Evaluating Financial Performance, p. 476.**

Case #10 For Analysis: "The Style Shop," Handout, p. 648. Questions, p. 652.

**FRIDAY PRESENTATION:**

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**Week #12** Monday, November 16; Wednesday, Nov. 18; Friday, November 20

**Assignment for this week:** Textbook, Chapters 19, 21 and 22  
Chapter 19 "Selling Techniques for Interior Designers"  
Chapter 21 "Project Management Techniques"  
Chapter 22 "Working with Trade Sources"

**Case #11 For Analysis:** "The Style Shop," Continued. Handout, p 648.  
Questions on page 652.

**FRIDAY PRESENTATION:**

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**Week #13** Monday, November 23; Wednesday, November 25  
Friday, November 27, is a HOLIDAY, Day after Thanksgiving Day

**Assignment for this week:** Handout: Working Capital Management and Capital Budgeting, page 498.

**Case #12 for Analysis:** "Barton Sales and Service," Handout, page 653.  
Questions on page 655.

**FRIDAY PRESENTATION:**

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**Week #14** Monday, November 30; Wednesday, December 2; Friday, December 4

**Assignment for this week:** Textbook, Chapters 20, 23 and 24  
Chapter 23 "Contract Documents and Specifications"  
Chapter 24 "Order Processing"

**Case Study:** "Barton Sales and Service," Continued. Handout, p. 653.  
Questions on page 655.

**FRIDAY PRESENTATION:**

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**Week #15 Monday, December 7; Wednesday, December 9; Friday, December 11**

**Assignment for this week: Textbook, Chapters 25, 26 and 27**  
**Chapter 25 "Post-Ordering Considerations"**  
**Chapter 26 "Career Options"**  
**Chapter 27 "Getting the Next – or First – Job"**

**REVIEW FOR FINAL**

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**Week #16**

**FINAL EXAMINATION WILL BE ON ?**

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