

FD99
PM

CHAMINADE UNIVERSITY

COURSE SYLLABUS

COURSE TITLE: ID 410, Business Principles and Practices
TERM: August 30, 1999 - December 10, 1999
TIMES: Monday, Wednesday and Friday, 10:00 - 10:50
INSTRUCTOR: Caryn Callahan, Ph.D.
OFFICE HOURS: By Appointment, Kieffer
OFFICE PHONE: 739-4689
HOME PHONE: 395-0541
E-MAIL: world@hawaii.rr.com

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

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

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.

1999 SCHEDULE AND ASSIGNMENTS
ID 410, Business Principles and Practices

Week #1 Monday, August 30; Wednesday, September 1; Friday, September 3

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)
Croxtton Collaborative, P.C.
Freya Block Design, Inc.

Week #2 Wednesday, September 8; Friday, September 10

Monday, September 6 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

Week #3 Monday, September 13; Wednesday, Sept. 15; Friday, September 17

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

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

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

Week #4 Monday, September 20; Wednesday, Sept. 22; Friday, September 24

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

Week #5 Monday, September 27; Wednesday, Sept. 29; Friday, October 1

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

Week #6 Monday, October 4; Wednesday, October 6; Friday, October 8

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

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

Week #7 Wednesday, October 13; Friday, October 15

Monday, October 11 is a HOLIDAY, Columbus Day

FRIDAY, OCTOBER 15: MIDTERM EXAMINATION

Begin reading next week's assignment:

Week #8 Monday, October 18; Wednesday, October 20; Friday, October 22

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.

Week #9 Monday, October 25; Wednesday, October 27; Friday, October 29

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.

Week #10 Monday, November 1; Wednesday, November 3; Friday, November 5

Assignment for this week: Text: Chapter 17 "Marketing Int. 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.

Week #11 Monday, November 8; Wednesday, November 10, Fri, November 12

Assignment for this week: Handout: Evaluating Financial Performance, p. 476.
Textbook, Chapter 19

Chapter 19 "Selling Techniques for Designers"

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

FRIDAY PRESENTATION:

Week #12 Monday, November 15; Wednesday, Nov. 17; Friday, November 19

Assignment for this week: Textbook, Chapters 21 and 22
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:

Week #13 Monday, November 22; Wednesday, November 24

Friday, November 26, 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:

Week #14 Monday, November 29; Wednesday, December 1; Friday, December 3

Assignment for this week: Textbook, Chapters 20, 23 and 24
Chapter 20 "Presentations"
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:

Week #15 Monday, December 6; Wednesday, December 8; Friday, December 10

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"

Week #16 Monday, December 13, Wednesday, Dec. 15; Friday, December 17

REVIEW FOR FINAL

FINAL EXAMINATION WILL BE ON ?
