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# CHAMINADE UNIVERSITY

## COURSE SYLLABUS

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COURSE TITLE: ID 410, Business Principles and Practices  
 TERM: August 27, 2001 - December 13, 2001  
 TIMES: Monday, Wednesday and Friday, 10:00 - 10:50  
 INSTRUCTOR: Caryn Callahan, Ph.D.  
 OFFICE HOURS: By Appointment, Kieffer Hall  
 OFFICE PHONE: ~~735-4612~~ 739-4615  
 HOME PHONE: 395-0541  
 E-MAIL: world@hawaii.rr.com

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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.

### TEXTBOOK

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

### ASSIGNMENTS

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

## **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 7, rather than on the date that the student makes his/her individual presentation.**

**2001 SCHEDULE AND ASSIGNMENTS  
ID 410, Business Principles and Practices**

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**Week #1** Monday, August 27; Wednesday, August 29; Friday, August 31

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.

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**Week #2** Wednesday, September 5; Friday, September 7

Monday, September 3 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 10; Wednesday, Sept. 12; Friday, September 14

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

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**Week #4** Monday, September 17; Wednesday, Sept. 19; Friday, September 21

**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 24; Wednesday, Sept. 26; Friday, September 28

**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 1; Wednesday, October 3; Friday, October 5

**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.

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**Week #7** Wednesday, October 10; Friday, October 12  
Monday, October 8 is a HOLIDAY (Columbus Day)

**FRIDAY, OCTOBER 12: MIDTERM EXAMINATION**

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

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**Week #8** Monday, October 15; Wednesday, October 17; Friday, October 19

**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 22; Wednesday, October 24; Friday, October 26

**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, October 29; Wednesday, October 31; Friday, November 2

**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.

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**Week #11** Monday, November 5; Wednesday, November 7, Fri, November 9

**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:**

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**Week #12** Wednesday, Nov. 14; Friday, November 16  
Monday, November 12 is the Veterans' Day holiday.

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:**

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**Week #13** Monday, November 19; Wednesday, November 21

Friday, November 23, 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 26; Wednesday, November 28; Friday, November 30

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:**

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**Week #15** Monday, December 3; Wednesday, December 5; Friday, December 7

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"

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**Final Exam schedule will be announced.**