

# CHAMINADE UNIVERSITY COURSE SYLLABUS

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**COURSE TITLE:** ID 410, Business Principles and Practices  
**TERM:** August 26-December 12, 2002  
**TIMES:** Monday, Wednesday and Friday, 8:00 - 8:50  
**INSTRUCTOR:** Caryn Callahan, Ph.D.  
**OFFICE HOURS:** By Appointment, Kieffer Hall  
**OFFICE PHONE:** 735-4715  
**HOME PHONE:** 395-0541  
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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, 3<sup>rd</sup> edition, by Christine Piotrowski, John Wiley & Sons, 2002.

### ASSIGNMENTS

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

### GRADING

Midterm Examination	25%
Final Examination	25
Oral Presentation/Write Up	30
Career Assignment	20

### 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 6th, rather than on the date that the student makes his/her individual presentation.

### INDIVIDUAL ASSIGNMENTS AND PRESENTATION (20%)

Part of the mission of Chaminade University is "to prepare its students for professional careers..." To further this objective, students in this class will explore career activities.

All students will write a series of five papers, about 2-3 pages in length, which you will submit at varying due dates throughout the semester. The papers count for 20% of your grade. This is a pass/fail assignment. If you submit acceptable papers, you will get full points. If one or more of your papers are unacceptable, you will get zero points for that portion of the assignment. Here are the topics of those five papers. Due dates will be announced.

- 1) **Resume.** All students will also be required to submit a resume. You can receive assistance with the resume from the Career Services Office. You may also want to start a career file in the Career Services Office during this semester. Your resume may be only one page long, but be sure it looks professional.
- 2) **Two sample letters:** (1) a cover letter to accompany your resume when you apply for a job and, (2) a "Thank You" letter that you would send after a job interview.
- 3) **Your answers to a list of typical interview questions.** Interviewers have some favorite questions, such as "Where do you see yourself in five years" or "What is your greatest strength." A list of similar questions will be distributed, and you should prepare written answers so that you will be prepared for a real interview.
- 4) **A description of your ideal job.** Be sure to describe how the job allows you to combine your interests with your abilities. It is not enough to say you would love to be a TV star (interest). You have to describe why you think you have the abilities to succeed at that job (abilities). It's not enough to pick a job that you can do well (ability). You have to explain why you like that job (interest).
- 5) **Pick a company where you would like to interview, and write a two-to-three page briefing about that company.**

**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 6th, rather than on the date that the student makes his/her individual presentation.**

**2002 SCHEDULE AND ASSIGNMENTS  
ID 410, Business Principles and Practices**

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**WEEK 1: Monday, August 26; Wednesday, August 28; Friday, August 30**

**Assignment for this week:** Chapter 1 "The Profession"  
Chapter 32 "Career Options"  
Chapter 33 "Getting the Next—or First—Job"

**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 4; Friday, September 6** (Note: Monday, September 2 is the Labor Day Holiday.)

**Assignment for this week:** Chapter 2 "Ethics"  
Chapter 3 "Personal Goal Setting"  
Chapter 4 "Planning a New Interior Design Practice"

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

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**WEEK 3: Monday, September 9; Wednesday, September 11; Friday, September 13**

**Assignment for this week:** Chapter 5 "Advice and Counsel"  
Chapter 6 "Business Formations"

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

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**WEEK 4: Monday, September 16, Wednesday, September 18; Friday, September 20**

**Assignment for this week:** Chapter 7: "Legal Filings"  
Chapter 8: "On Your Own"  
Chapter 9 "Business Organization and Management"

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

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**WEEK 5: Monday, September 23; Wednesday, September 25; Friday, September 27**

**Assignment for this week:** Chapter 10 "The Planning Function"  
Chapter 11 "Personnel Management"

Chapter 12 "Legal Issues of Employment"

**Design Practice Dialogue:** Michael Pyatok and Associates  
Roberta Washington Architects, P.C.

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**WEEK 6: Monday, September 30; Wednesday, October 2; Friday, October 4**

**Assignment for this week:** Chapter 13 "Legal Responsibilities"  
Chapter 14 "Warranties and Product Liability"

**Design Practice Dialogue:** Rockwell Associates  
William B. Koster and Associates

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**WEEK 7: Monday, October 7; Wednesday, October 9; Friday, October 11)**

**Assignment for this week:** Chapter 15 "Financial Accounting"

**FRIDAY, OCTOBER 11: MIDTERM EXAMINATION (Chapters 1 through 15)**

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**Week #8: Wednesday, October 16; Friday, October 18 (Note: Monday, October 14 is the Columbus Day holiday).**

**Assignment for this week:** Chapter 16 "Financial Management"  
Chapter 17 "Determining Design Fees"

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**Week #9 Monday, October 21; Wednesday, October 23; Friday, October 25**

**Assignment for this week:** Chapter 18 "Preparing Design Contracts "  
Chapter 19 "Product Pricing Considerations"

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**Week #10 Monday, October 28; Wednesday, October 30; Friday, November 1**

**Assignment for this week:** Chapter 20 "The Sale of Goods and the Uniform Commercial Code"  
Chapter 21 "Marketing Interior Design Services"

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**Week #11 Monday, November 4; Wednesday, November 6; Friday, November 8**

**Assignment for this week: Chapter 22 "Promoting the Interior Design Practice"  
Chapter 23 "Advanced Promotional Tools"**

**FRIDAY PRESENTATION:**

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**Week #12 Wednesday, November 13; Friday, November 15 (Note: Monday, November 11 is the Veterans' Day holiday).**

**Assignment for this week: Chapter 24: "Selling Your Services"  
Chapter 25 "Design Presentations"**

**FRIDAY PRESENTATION:**

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**Week #13 Monday, November 19; Wednesday, November 21 and Friday, November 23**

**Assignment for this week: Chapter 26 "Personal Power"  
Chapter 27 "Project Management Techniques"**

**FRIDAY PRESENTATION:**

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**Week #14 Monday, November 25; Wednesday, November 27 (Note: Friday, November 29 is part of the Thanksgiving holiday).**

**Assignment for this week: Chapter 28 "Working with Trade Sources"  
Chapter 29 "Contract Documents and Specifications"**

**FRIDAY PRESENTATION:**

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**Week #15: Monday, December 2; Wednesday, December 4; and Friday, December 6**

**Assignment for this week: Chapter 30 "Contract Administration"  
Chapter 31 "Contract Administration: Delivery and Project Closeout"**

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**Final Exam: Thursday, December 12<sup>th</sup>, 8:00-10:00**

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