

ID A230: BUSINESS AND PROFESSIONAL PRACTICE

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130200 - Interior Design and Merchandising
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

The business and professional management of an interior design practice including legal issues, project management, and business practices. ADVISORY: ID A100 and ID A120. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify and analyze the business practices and procedures necessary for the operation and management of an interior design practice.
2. Identify the legal issues which may impact an interior designer.
3. Define and apply ethical practices of a professional interior designer.

Course Objectives

- 1. Develop a flow chart of the design process.
- 2. Demonstrate use of worksheets, checklists, and specification documents for interior furnishings and products and their installation.
- 3. Write estimates and prepare orders for purchase of interior design furnishings, finish materials and products and installation.
- 4. Write and process change orders, transmittals, letters, directions, design concept statements, reports, and flow charts.
- 5. Research and write material and product specifications.
- 6. Identify legal issues which impact an interior designer.
- 7. Utilize computer skills to generate client records, orders, and correspondence.
- 8. Demonstrate an awareness of professional image.
- 9. Identify and analyze the business practices and procedures necessary for operation and management of an interior design business.
- 10. Define and understand legal, business, and accounting terms used in the practice of interior design.
- 11. Analyze and calculate methods of compensation.
- 12. Explore new technologies to enhance business efficiency.
- 13. Develop a client budget and plan in response to budgetary constraints.
- 14. Define and apply ethical practices required of a professional interior designer.
- 15. Develop, write, and orally present a business plan.

Lecture Content

How to establish an interior design practice Advantages and disadvantages of business ownership Starting a new business Writing a business plan Control and evaluation Business location Evaluating technology needs and equipment Advice and Counsel Legal counsel Accountant Insurance advisors Technical consultants Sources for information and assistance Business Formations Sole proprietorships Partnerships Corporation form S corporations Professional corporations Joint venture Legal Filings Federal forms State forms Local forms Specialized filings Copyright, trademarks, and patents Legal Responsibilities Codes compliance Warranties Products liability Independent contractors Managing the Business Finances Accounting methods Balance sheets Income statements Cash flow statements Accounting records and systems Cash management Financial ratios and percentages Pro forma Budgeting Product Pricing Considerations Price terms Discounts Selling prices Prepayments and retainers Freight terms and costs Delivery and installation charges Sales and use taxes Determining Design Fees Methods of charging Estimating design fees Job cost factors Preparing Design Contract Documents Definition and basic elements of a contract/ letter of agreement Developing a letter of agreement Content and form of letter of agreement Termination by agreement Marketing and Business Development Definitions Market analysis Target market The marketing plan Promoting the Interior Design Practice Public relations Publicity Promotional tools Advertising Selling Techniques What is selling. Concept selling Negotiating Project Management Project phases and project management Time management Time records Project schedules Project budgeting Project files or job books Working with Trade Resources Manufacturers Sales reps Market center, marts, and showrooms Manufacturers dealers Trades and crafts people Construction contractors Selecting your grade sources Contract Documents and Specifications Construction documents General conditions Specifications Bid process Order Processing Credit application Confirmation of purchase agreement Purchase orders Acknowledgments Invoices Expediting Delivery and Installation Scheduling Walk-through Punch list Complaints and repairs Post-occupancy evaluations Follow-up

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)

Instructional Techniques

Lecture, demonstration, laboratory, critique (instructor/student), multi-media, research, and student presentation.

Reading Assignments

Writing Assignments

Organize and prepare a client file/notebook. Write a client contract or letter of agreement. Develop a business plan for an interior design business to include: Type of business Organization chart Roles and responsibilities Goals and objectives Define target market Research competition Marketing plan Graphics package Financial plan Pricing Sources of funds Start-up costs Present business plan orally and in writing. Prepare documents for client records which include: Time records Client proposals Change orders, transmittals, project records Prepare cost sheets for budget analysis Purchase orders Invoices

Product specification Installation schedule Client information or interview
Contract documents Suppliers quotations

Out-of-class Assignments

Demonstration of Critical Thinking

Student projects, class presentations, research, examinations, student participation, and attendance.

Required Writing, Problem Solving, Skills Demonstration

Organize and prepare a client file/notebook. Write a client contract or letter of agreement. Develop a business plan for an interior design business to include: Type of business Organization chart Roles and responsibilities Goals and objectives Define target market Research competition Marketing plan Graphics package Financial plan Pricing Sources of funds Start-up costs Present business plan orally and in writing. Prepare documents for client records which include: Time records Client proposals Change orders, transmittals, project records Prepare cost sheets for budget analysis Purchase orders Invoices Product specification Installation schedule Client information or interview Contract documents Suppliers quotations

Textbooks Resources

1. Required Piotrowski, Christine. Professional Practice For Interior Designers, ed. Van Nostrand Reinhold , 1994 Rationale: -