

Common Course Outline
INTD 242
Business Practices for Interior Design
2 Credits

The Community College of Baltimore County

Description

INTD 242 – Business Practices for Interior Design investigates the professional role of the interior designer in relation to the client, colleague, employer, contractor, consultant and marketplace. Emphasis is on interior design as a business, legal and ethical issues, sustainability, office management, and entrepreneurship. Professional practices, credentials, and marketing methods will also be discussed.

2 Credits

Corequisite: INTD 247 or consent of the program coordinator.

Overall Course Objectives

Upon completion of this course students will be able to:

1. identify and address industry relationships with clients, contractors, & consultants;
2. examine the design process of an interior design firm;
3. identify personal and professional goals;
4. define industry specific business terminology;
5. describe processes, resources and documents to start a business;
6. evaluate skills needed to establish a design business;
7. contrast business types such as sole proprietor, partnerships and corporations;
8. differentiate between ethical and unethical business practices;
9. examine legislative issues that affect the field of interior design;
10. prepare a business plan; and
11. develop business marketing materials.

Major Topics

- I. Business relationships and communications
- II. The design process
- III. Project management
- IV. Construction documents
- V. Personal management
 - A. Goal setting
 - B. Time management
 - C. Measuring success
 - D. Professional conduct
 - E. Communications
 - F. Business etiquette
 - G. Networking

- VI. Ethics
- VII. Liability and legal responsibilities
- VIII. Qualification
 - A. Certifications
 - B. Licensing and registration
 - C. National Council of Interior Design Qualification exam
- IX. Professional associations
- X. Business management
 - A. Entrepreneurship
 - B. Managerial skills
 - C. Business plan
 - D. Business of business
 - 1. Formation
 - 2. Legalities
 - 3. Taxes and fees
 - 4. Accounting
 - E. Maintaining a business
 - F. Sustainable business practices
 - G. Profit and loss
 - H. Business growth
 - I. Marketing a business
 - 1. Materials
 - 2. Promotional methods
 - J. Presentation skills
- XI. Profitability
 - A. Selling methods
 - B. Sale of goods
 - C. Wholesale
 - D. Retail
 - E. Trade discounts
 - F. Sales and use tax
 - G. Compensation and fees
- XII. Contracts

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- minimum of five assessments based on reading assignments
- a minimum of two exams
- a minimum of two presentations
- a minimum of two projects (recommended projects are creating a business plan and developing business marketing materials)

Students are required to use appropriate academic resources.

Other Course Information

This course is a required course for the Interior Design degree and certificate.

May not be offered in all semesters; see registration schedule.

Class format includes illustrated lectures, discussions, presentations, homework assignments, projects, guest speakers and may include field trips.

Date Revised: 2/24/2015