

HARRINGTON

COLLEGE OF DESIGN

Chicago, Illinois
Course Syllabus/Outline

I. COURSE DATA

Number: BUS101
Title: Principles of Business
Credit Hours: 3 Semester Hours
Prerequisite: ENG102
Text: None
Instructor: Donald R. Simon, Esq.
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II. COURSE DESCRIPTION

Fundamentals of the business of photographers: operations, marketing, communications, and ethical, legal and financial responsibilities of the professional practitioner. Process, systems and methods of contract documents including Letters of Agreement, Contract Proposals, Change Orders, Addendums, fee setting, liability issues and ethical practices. Entrepreneurship business practices for the photographer.

III. COURSE OBJECTIVES

At the Conclusion of this course, students should be able:

- To employ sales and marketing techniques
- To use communication skills to deal with employers and clients
- To utilize time management, cash flow management, and financial planning and profitability
- To quote fees that include a high level of profitability
- To understand how the American economy works
- To employ knowledge of contracts and contract law specific to digital photography profession
- To develop basic guidelines for construction and furniture budgets

IV. COURSE RATIONALE

This course is designed to enable photographers to develop effective business plans using various methodologies

V. TOPICAL OUTLINE

See Attached

VI. COURSE REQUIREMENTS-Lecture

In an effort to ensure that students are aware of professional practices and behavior and in order for students to be successful at Harrington they must have a thorough understanding of all the assigned reading materials as well as of the lecture material, exercises, and class discussions, field trips and guest lectures, critique and presentation; therefore, the following requirements will be part of the total assessment of the students success or failure in the class.

- *Class participation in critiques, field trips, guest lectures and presentation along with weekly attendance will be notated and part of the students grade.
- **No late work** is accepted without prior approval from the instructor with a documented reason.
- Students are responsible for presenting concepts in visual, oral and written format. All written material will be graded. All written deliverable must be typed unless approved or the project warrants hand lettering.
- All final projects must be presented to the class in a formal, professional manner. All students will be required to dress appropriately and attend.

Attendance Policy – Faculty takes attendance for each class period and posts it to the student’s record. Upon reaching three unexcused absences, faculty may lower the final grade for the course one full grade.

The school will withdraw any student who has not been in attendance for 35 consecutive days. The school reserves the right to extend the 35 day timeframe due to extraordinary circumstances that affects the entire student population.

VII. RESOURCE REQUIREMENTS

- Students are encouraged to use the College’s library in completion and research of assignments.
- The Design Atelier (331) provides limited materials for project work. Students are expected to use the materials provided in addition to materials found from other sources.
- Computer assignments outside the classroom, research or field trips will be included as necessary on the topical outline and are considered requirements of the course.
- **Integrated Studio Learning – (formerly open lab)** Students are encouraged to use our Integrated Learning Studio as another instructional tool. Instructors and/or academic advisors may require the student spend time in the Integrated Learning Studio to enhance their understanding of the material. This service is intended to assist students in their project work with more in-depth critique and demonstration by instructors and Las outside their primary instructor.
- **Tutoring** Students who need more one-on-one attention require a recommendation from their instructor and should contact the Integrated Learning Studio Coordinator.

VIII. EVALUATION CRITERIA

Grades will be based on a % assigned to the following elements:

Participation/Attendance	15%
Periodic Assignments	35%
Midterm Exam	25%
Final Exam	25%

<u>Assignment</u>	<u>Points</u>
Aptitude Test	5
Business Plan	25
Marketing Plan	25
Copyright Assignment	5
Midterm	50
Accounting Quiz	10
Ethics Assignment	10
Final Exam	50
Participation	20
Total	200

Harrington’s grading scale is as follow:

A	100-94	C	79-75
A-	93-91	C-	74-72
B+	90-89	D+	71-70
B	88-85	D	69-66*
B-	84-82	F	65 and BELOW
C+	81-80		

The following are definitions of the criteria used in grading:

CRAFTSMANSHIP

- Neatness
- Clarity
- Manipulation of Tools
- Demonstrated use of Learned Skills

DESIGN QUALITY

- Thinking – Comprehension of the Problem
- Creativity – Imaginative and Functional Solution
- Effort – Ability to Work Hard, Push Personal Limits and Maintain Focus

PROFESSIONALISM

- Positive Attitude
- Punctual
- Dedication to the Project
- Participation in class and Respect for Peers

Excellent = A	<i>Distinguished and innovative work, showing insight and demonstrating superior skills and craft, work goes beyond what is required</i>
Superior = B+	<i>Competent work, very creative and controlled work, shows clear understanding and thorough demonstration of skills</i>
Good = B to C+	<i>Competent work, clear understanding, often showing some creativity and good use of skills</i>
Average = C to C-	<i>Adequate understanding, inconsistent demonstration of skills, some elements missing, problems with time management and steady focus</i>
Unsatisfactory = D to F	<i>Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, appropriate skill and craftsmanship not demonstrated</i>

Academic Integrity Policy

Harrington College of Designs' Academic Integrity Policy is found in the *Student Handbook* found on the student portal. The policy prohibits dishonest acts which are those that permit a student to gain an unfair advantage over other students by any of the following means: copying, plagiarism, unauthorized collaboration, alteration of records, aids, proprietary material, bribery, and lying or using technology.

Access for Students with Disabilities

Harrington College of Design complies with *Section 504 of the Rehabilitation Act*, and the *Americans with Disabilities Act*.

TOPICAL OUTLINE

Week 1: Becoming an Entrepreneur

Welcome. Get acquainted. Course syllabus and topical outline Course materials. Course website. Lecture: "20 Tips for Small-Business Success." Lecture: "Is A Small-Business For You?" Lecture: "Laying Your Personal Financial Foundation." Handout: Small Business Aptitude Test.

Week 2: Martin Luther King, Jr. Day

No class.

Week 3: Becoming an Entrepreneur (con't)

Go over results of the Small Business Aptitude Test. Lecture: "Finding Your Niche / Timing Your Start-up." Lecture: "Turning Your Ideas Into Plans / Drafting a Business Plan." Lecture: "Financing Options." Lecture: "Exploring Ownership Options and Figuring Out Whether or Not to Incorporate." Regulatory and legal issues. Lecture: "Owners Wear Many Hats." Buying/leasing a space.

Assignment: Write out your own business plan.

Week 4: Running A Successful Photography Business (con't)

Go over business plan assignment. Lecture: "Marketing 101." What goes into a good marketing plan? Handout: Marketing Plan outline.

Assignment: Write out your own marketing plan.

Week 5: Keeping Your Business in Business

Go over marketing plans from previous week. Lecture: "Bidding, Sales, and Negotiating."

Assignment: No assignment.

Week 6: Keeping Your Business in Business (con't)

Lecture: "Protecting Your Ideas and Creative Works." Fair use defense. Independent contractor / Work-for-hire issues. Business contracts and releases.

Assignment: Copyright exercise.

Week 7: Keeping Your Business in Business (con't)

Go over copyright assignment from previous week. Lecture: "Learning From the Experience of Others." Lecture: "Customer Service Techniques." Lecture: "Human Resources Management." Employment issues. Benefits. Sexual harassment. Discrimination. Wrongful discharge. Hiring violations. Workplace safety. Wage and hour violations. Drug testing policies.

Assignment: Prepare for Midterm Exam.

Week 8: Midterm

In-class Midterm Exam.

Assignment: No assignment.

Week 9: Principles of Accounting

Go over results of Midterm. Lecture: "Introducing Accounting to Non-Accountants." Cash flow, costs, and profits. Lecture: "Making Sense of Financial Statements." P&Ls, balance sheets, etc. Lecture: "Business budgeting."

Assignment: Accounting exercise.

Week 10: Taxes

Go over accounting exercise from previous week. Lecture: "Taxes, Taxes, and More Taxes." Payroll taxes. Sales taxes. Income Taxes. Tax deductions.

Assignment: No assignment.

Week 11: Contracts 101

Lecture: "Contracts 101." Offer, acceptance, and consideration. Breach of contract. Sample business contracts. Lecture: "Business Ethics."

Assignment: Ethics problem.

Week 12: Miscellaneous Legal Issues

Right to Privacy. Appropriation. False light. Intrusion. Obscenity. Other miscellaneous legal issues.

Assignment: No assignment.

Week 13: Buying An Existing Business

Lecture: "Exploring Buying A Small Business." Knowing when not to buy. Business scams. Lecture: "Evaluating and Negotiating to Buy a Business."

Assignment: No assignment.

Week 14: Final Review

Bringing it all together. Parting shots. In-class review for Final Exam.

Assignment: Prepare for Final Exam.

Week 15: Final Exam

In-class Final Exam.