



## MODUL HANDBOOK INTERIOR BUSINESS

Bachelor Degree Program  
Department of Interior Design  
Faculty of Creative Design and Digital Business

**Institut Teknologi Sepuluh Nopember**



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## Description of Course Unit

Course unit title	Interior Business
Course unit code	DI 184838
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	4 <sup>th</sup> year
Semester/trimester when the course unit is delivered	8 <sup>th</sup>
Number of ECTS credits allocated	4,8
Name of lecturer(s)	Anggra Ayu Rucitra, ST., M.MT. Lea Kristina Anggraeni, S.T., M.Ds. Onna Anieqo Tanadda, S.Ds., M.Ds.
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Able to read opportunities, calculate costs and palpability, looking for sources of financing and marketing of interior design products and services.</li> <li>2. Able to have a selling point either as a professional or an entrepreneur (designpreneur).</li> <li>3. Able to pioneer independent business in the interior design sector.</li> <li>4. Able to make business proposals.</li> <li>5. Able to understand marketing theory.</li> <li>6. Understand access to funding.</li> <li>7. Know the rules and professional ethics.</li> <li>8. Analyze the company SWOT.</li> <li>9. Know how to analyze trends.</li> <li>10. Mastering design presentations.</li> <li>11. Able to develop self-confidence .</li> </ol>
Mode of delivery (face-to-face, distance learning)	Face-to-Face
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Marketing</li> <li>2. Business Proposal</li> <li>3. Funding</li> <li>4. Budget estimation</li> <li>5. Design Presentation</li> <li>6. Interior Business</li> <li>7. Trend analysis</li> <li>8. SWOT</li> <li>9. Profession Ethics</li> <li>10. Personal Development</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. John, E. (2023). <i>Studio Guide to interior design</i>. Taylor &amp; Francis Group.</li> <li>2. Yakeley, D., &amp; Yakeley, S. (2019). <i>The BIID interior design jobbook: How to run a project</i>. RIBA Publishing.</li> <li>3. Grove, J. (2019). <i>Interior Design: A professional guide</i>. RIBA Publishing.</li> <li>4. Merrill, L. (2015). <i>How to start a home-based interior design business</i>. Globe Pequot.</li> </ol>

	<ol style="list-style-type: none"> <li>5. Castrounis, A. (2019). <i>AI for People and Business: A Framework for better human experiences and business success</i>. O'Reilly Media.</li> <li>6. Gibson, K. (2023). <i>Ethics and business an introduction</i>. Cambridge University Press.</li> <li>7. Sadler-Smith, E. (2023). <i>Intuition in business</i>. Oxford University Press.</li> <li>8. Zapletalová, Š., &amp; Starzyczna, H. (2023). <i>Customer behaviour in ecommerce: Case studies from the Online Grocery Market</i>. Springer.</li> <li>9. Kendall, G. T., &amp; Painchaud, H. (2016). <i>Designing Your Business: Professional Practices for Interior Designers</i>. <a href="https://doi.org/10.5040/9781501325588">https://doi.org/10.5040/9781501325588</a></li> </ol>
Planned learning activities and teaching methods	Problem-Based Learning and Project-Based Learning
Language of instruction	Indonesia and English
Assessment methods and criteria	Assignment, Midterm Exam, and Final Exam

### Learning Outcome (LO)

LO	Description
LO1	Able to think critically in conducting interior design research
LO2	Able to think critically and creatively in preparing interior design ideas/ concepts
LO9	Mastering design concepts and able to compile reviews/ assessments on the quality of a design result
LO10	Able to provide alternative solutions and make the right, creative and innovative decisions related to the field of interior design based on good leadership and communication skills

### Course Learning Outcome (CLO)

CLO	Description	Mapping of CLO to LO				Weight of CLO (%)
		LO1	LO2	LO9	LO10	
CLO1	Understand business theory, recognize and create trends, determine SWOT, understand culture and user characteristics	x		x		25
CLO2	Able to create business ideas with minimal capital	x	x		x	25
CLO3	Able to create business canvas, marketing concept, calculate production cost and profit		x	x	x	25
CLO4	Able to market their own products, receive orders and make products		x	x		25

## Assessment Plan

No.	Course Learning Outcomes*	Assessment Technique	Assessment Weight (%)
1.	<b>CLO1</b> Understand business theory, recognize and create trends, determine SWOT, understand culture and user characteristics	Interior Business Company SWOT Analysis (Case Method)	25
2.	<b>CLO2</b> Able to create business ideas with minimal capital	Business Idea under 150K (Case Method)	25
3.	<b>CLO3</b> Able to create business canvas, marketing concept, calculate production cost and profit	Business Plan Products Under 150K (Case Method)	25
4.	<b>CLO4</b> Able to market their own products, receive orders and make products	Product Marketing Under 150K (Case Method)	25
Total Assessment Weight			100

## Learning Outcome Plan

Week	Sub Achievement-Subject Final Ability	Breadth (Learning Material)	Learning Method	Estimated Time	Students Learning Experience	Assessment Criteria and Indicator
1	Able to create a business proposal.	Business Proposal	Lecture and studio task	1 L/M: 2x3x60" 1 ST: 3x3x60"	Students are able to create a business proposal	Material completeness and writing demands
2, 3	Able to understand marketing theory.	Marketing Principles	Lecture and studio task	L/M: 2x3x60" ST: 2x3x60"	Knowing marketing principles	Detailed analysis and depth The depth of knowledge about marketing principles is safe understanding
4	Analyzing company's SWOT.	SWOT Analysis	Kuliah & Tugas studio	1 L/M: 2x3x60" 1 ST: 3x3x60"	Making SWOT analysis on some interior products on the market	Detailed analysis and depth of understanding
5, 6	1. Able to read opportunities, fitnesses and cost calculations, looking for sources of financing and marketing of interior design products and services. 2. Able to Understand access to funding	Analisis pasar dan Akses pendanaan	Lecture and studio task	1 L/M: 2x3x60" 1 ST: 3x3x60"	Making a funding proposal	Details of funding needs and contracts.
7, 8	Mastering ways of design presentation.	Presentation Technique verbal nd visual.	Lecture and studio task	2 L/M: 2x3x60" 2 ST: 3x3x60	Presentation exercise The task of visual presentation techniques; image and layouting concept	Presentation capability and image detail and visibility level of design concepts
9	Knowing how to analyze trends	Trend Analysis	Lecture and studio task	1 L/M: 2x3x60" 1 ST: 3x3x60	Making a trend moodboard	The depth and detail of the analysis
10	Able to develop self-confidence	Personal development	Lecture and studio task	1 L/M: 2x3x60" 1 ST: 3x3x60	Speech training	
11	Ability to apply and	Profession Ethics	Lecture and studio	1 L/M: 2x3x60"		

	Know the rules and professional ethics		task	1 ST: 3x3x60		
12	Able to read opportunities, cost and estimation, find sources of financing and marketing of interior design products and services.	Budget estimating	Lecture and studio task	1 L/M: 2x3x60" 1 ST: 3x3x60	Exercize making cost estimation	Correctness of the cost estimation
13 - 15	Able to have selling value either as professional or entrepreneur (designpreneur; able to pioneer independent business in interior design sector	Interior Business	Lecture and studio task	3 L/M: 2x3x60" 3 ST: 3x3x60	Create business proposals, branding, marketing strategies and development plans	Creativity, depth of analysis, conformity of marketing strategy
16	<b>Final Exam – Final Marking - Exhibition</b>					

Note:

1 credit = (50' L/M + 60' SL + 60' IL)/Week

IL = Independent Learning

T = Theory (knowledge)

L/M = Meeting (Lecture)

PS = Practical Simulation (3 hours/week)

P = Practice (Skillfulness aspect)

SL = Structured Learning

LP = Laboratory Practice (3 hours/week)

ST = Studio