

INTERIOR BUSINESS MANAGEMENT



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Module 1

Industry & Entrepreneurship

- ✓ **Introduction to Interior Industry Structure**
- ✓ **Types of Interior Businesses**
(Residential, Commercial, Turnkey, Freelance)
- ✓ **Entrepreneurial Mindset & Opportunity Identification**
- ✓ **Understanding Client Needs & Market Trends**
- ✓ **Business Model Planning for Interior Startups**



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Module 2: Design Process & Project Planning

- ✓ **Fundamentals of Space Planning**
- ✓ **Mood Boards, Concepts & Design Development**
- ✓ **Material Selection & Finishing Techniques**
- ✓ **Project Workflow: Concept → Design → Execution**
- ✓ **Creating BOQ (Bill of Quantities)**
- ✓ **Time Management & Project Timeline Creation**



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Module 3: Branding, Marketing & Client Acquisition

- ✓ **Brand Identity & Positioning for Interior Firms**
- ✓ **Social Media Marketing (Instagram, Pinterest, YouTube)**
- ✓ **Digital Portfolio Creation & Case Studies**
- ✓ **Influencer/Architect Collaborations**
- ✓ **Lead Generation Strategies (online & offline)**
- ✓ **Handling Client Meetings & Converting Enquiries**



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Module 4: **Interior Business Operations**

- ✓ **Vendor & Contractor Management**
- ✓ **Material Sourcing**
(Wood, Laminates, Tiles, Fittings, Lighting etc.)
- ✓ **Quality Control & Site Supervision**
- ✓ **Store Layout & Display Planning**
(for retail interiors)
- ✓ **Site Measurements, Execution Drawings & Corrections**
- ✓ **Safety Standards & Site Management Techniques**

Module 5: Finance, Legal & Documentation

- ✓ **Budgeting & Cost Estimation**
- ✓ **Pricing Strategies for Interior Projects**
- ✓ **Profit Margin Calculation**
- ✓ **GST, Billing & Taxation Basics**
- ✓ **Business Registration Types
(LLP, Proprietorship, Partnership)**
- ✓ **Contracts, MOUs & Required Legal Documents**



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Module 6:

Sales, Negotiation & Growth Strategies

- ✓ **Professional Selling Skills for Interior Designers**
- ✓ **Client Communication & Expectation Management**
- ✓ **Scaling Your Business (Team Building, Multiple Sites)**
- ✓ **Franchise, Outsourcing & Expansion Opportunities**
- ✓ **Final Capstone Project: Real Interior Business Model**



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INTERIOR STYLING



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Module 1

INTRODUCTION & FOUNDATION OF STYLING

- ✓ Elements and Principles of styling
- ✓ Creating Color palettes
- ✓ Material and finishes details
- ✓ Furniture Types and scale

Module 2

SPACE-WISE STYLING

- ✓ Living room
- ✓ Bed room
- ✓ Kitchen and Dinning
- ✓ Bathroom and Balcony

Module 3
INTERIOR THEMATIC STYLES

Module 4
COMMERCIAL & ADVANCED STYLING

Module 5
**PHOTOGRAPHY, CLIENT ANALYSIS &
MARKET UPDATES**

Module 6
PORTFOLIO & FINAL PROJECT



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Interior Design



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FIRST YEAR Residential

- ✓ Color Theory
- ✓ Sketching
- ✓ Basics of Interior Graphics
- ✓ Introduction to Materials
- ✓ Fundamental of Interior Design
- ✓ Furniture Design & Detailing
- ✓ Construction Technology
- ✓ Introduction of Interior Services
- ✓ Evolution of Art and Architectural Design (World History)



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- ✓ Industry Visit
 - ✓ Miniature Model Construction
 - ✓ Planning of Studio Apartment
 - ✓ Planning of 2BHK
 - ✓ Introduction of Creche
 - ✓ Estimation & Costing
 - ✓ AutoCAD
 - ✓ Sketch Up & Vray
 - ✓ Vaastushastra (Complimentary)

SECOND YEAR Commercial

- ✓ Furniture Design Drafting
- ✓ Planning of 4BHK
- ✓ Planning of Office
- ✓ Planning of Café
- ✓ Planning of Retail Space
- ✓ Photoshop
- ✓ Enscape

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- ✓ Client Interaction
 - ✓ Bill of Quantity
 - ✓ Interior Construction 2
 - ✓ Indian History
 - ✓ Modular Kitchen (Specialization)



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THIRD YEAR Specialization

- ✓ Interior Space Planning of (Restaurant & Bar)
- ✓ Space Planning of Pent House Design
- ✓ Speciality Interior 3
- ✓ Landscape Design
- ✓ Environment Science
- ✓ Dissertation
- ✓ Enscape

- ✓ Digital Portfolio Building
- ✓ Visual Merchandising
- ✓ Home Styling
- ✓ Product Design
- ✓ Set Design
- ✓ Interior Construction 3
- ✓ Lumion





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INTERIOR DESIGN DEGREE



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FIRST YEAR

- ✓ History
- ✓ Furniture Design - 1 & 2
- ✓ Interior Graphics - 1
- ✓ Material
- ✓ Construction -1
- ✓ AutoCAD & Sketchup
- ✓ Residential Project 1BHK

SEMESTER 1

- ✓ Functional English
- ✓ History of Interior Furniture
- ✓ Fundamentals of Interior Graphics
- ✓ Furniture Design - 1
- ✓ Basic Building Material & Technology
- ✓ Furnishings & Fittings-Practical
- ✓ Workshop - 1

SEMESTER 2

- ✓ Interior Construction & Structures - 1
- ✓ Professional Communication
- ✓ Interior Graphics - 1
- ✓ Furniture Design - 2
- ✓ Design & Innovation
- ✓ Workshop - 2
- ✓ Design & Innovation Lab

SECOND YEAR

- ✓ Interior Services
- ✓ Construction 2
- ✓ Landscape Design 1
- ✓ Furniture Design 3
- ✓ Textile
- ✓ Estimation & Costing
- ✓ Enscape
- ✓ Commercial - Office & Café

SEMESTER 3

- ✓ Principles of Management
- ✓ Interior Services - 1
- ✓ Interior Construction & Structures - 2
- ✓ Interior Design & Landscape - 1
- ✓ Furniture Design - 3
- ✓ Elements of Textile
- ✓ AutoCAD - 2

SEMESTER 4

- ✓ Business Economics
- ✓ Environment Studies
- ✓ Quantity & Estimation
- ✓ Display Design
- ✓ Interior Construction Technology - 1
- ✓ Interior Design & Landscape - 2

THIRD YEAR

- ✓ Visual Merchandising
- ✓ Product Design
- ✓ Lumion
- ✓ Planning of Restarant & Bar
- ✓ Planning of Pent House
- ✓ Estimation & Costing
- ✓ Enscape
- ✓ Commercial - Office & Café

SEMESTER 5

- ✓ Advance Building / Interior Materials
- ✓ Interior Construction Technology
- ✓ Specification Writing
- ✓ Visual Merchandising - 1
- ✓ Computer Presentation Techniques
- ✓ Working Drawing - 2
- ✓ Universal Interior Trends in Design

SEMESTER 6

- ✓ Entrepreneurship & Project Management
- ✓ Sustainable Interior Design
- ✓ Product Design - 2
- ✓ Visual Merchandising - 2
- ✓ Entrepreneurship in Field of Interior Design
- ✓ Interior Project (Major Project)



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