

## **LAR 560: PROFESSIONAL PRACTICE**

**SPRING 2017**

**UNIVERSITY OF ARIZONA, College of Architecture, Planning, and Landscape Architecture**

**TENTATIVE COURSE SCHEDULE\***

**INSTRUCTOR:** Helen Walthier, MLA: helenw@email.arizona.edu

**Room:**

**Meeting Times:** Mondays 10:00-11:50 am

**Credits:** 2

**Prerequisites:** Admission to the Graduate Program in Landscape Architecture, or by prior approval

**Required Text:** “**The Professional Practice of Landscape Architecture**” by Walt Rogers (available on Amazon)

### **COURSE OVERVIEW**

This course will address issues associated with professional practice for design and development students, including: professionalism, registration, relationships and roles for various disciplines, professional roles, services and fees, construction contract documents, bid documents and procedures, and business organization and operation.

### **EXPECTATIONS**

All reading assignments are to be done before arriving for that day’s class. Be prepared to discuss the readings in class. Participation in discussions is expected and will be part of your grade (see below). Assignments are expected to be turned in on the stated due date unless Instructor is notified in advance of extenuating circumstances.

### **TENTATIVE COURSE SCHEDULE\***

#### **WEEK 1**

**January 16**

**MLK DAY-NO CLASS**

#### **WEEK 2**

**January 23**

**INTRODUCTION:** Overview of class-Discuss Class expectations; Review of Schedule, Assignments, Grades, Textbook; **DISCUSSION: PROFESSIONALISM:** What is it? What is a “Professional” and how are they different than a Technician? **CREATIVITY:** What does it mean to be a Professional in a Creative/Design field? **READING: Chapter 1:** The Profession of Landscape Architecture and Professionalism (pg. 17-52)

#### **WEEK 3**

**January 30**

**LECTURE:** Career Tracks: Types of Practices-Overview. **CREATIVITY:** “Overview of the Creative Process” Ppt.; **INTRODUCE ASSIGNMENT ONE:** Create groups: Research types of Professional Practice as assigned.

**READING: Chapter 3:** Case Studies (pg. 169-235)



**April 10** **LECTURE/DISCUSSION: FINANCE & ACCOUNTING:** Discuss: Financial and business considerations when starting/running a firm. **READING: CHAPTER 6: Accounting; and CHAPTER 5: Finance (pg.264-291) INTRODUCE ASSIGNMENT 4: Your Company Financial Documents**

**WEEK 14**

**April 17** **PROJECT MANAGEMENT:** Systems used to keep projects On Time and On Budget (**POSSIBLE GUEST LECTURER**) Managing design schedules, costs of projects, construction costs, Writing proposals, Budget overrun strategies, Work Flow management to keep staff working, Directing and motivating staff, coordination with staff and upper management **READING: CHAPTER 10: Project Management (pg. 471-507) Reading: CHAPTER 11: Business and Personnel Law (pg. 508-542)**

**WEEK 15**

**April 24** **LECTURE/DISCUSS LEGAL ISSUES:** Contracts with Clients, employees, business loans; Sources of Advice: ASLA, Lawyers, Self-Help Research, Small Business Administration, Free Resources **READING: CHAPTER 9: (pg.410-470)**

**WEEK 16**

**May 1** **PRESENTATIONS ASSIGNMENT FOUR:** Your Company Financial Documents (15 min per group); Last day of class: Teacher evaluations, Summary

**ASSIGNMENTS PERCENT OF GRADE:**

**ASSIGNMENT 1:** Professional Practice Types: Student groups: Present information on basic types of practices (20%)

**ASSIGNMENT 2:** Resumes, Portfolios & Strategic Business Plans for Hypothetical Professional Office: Individual & Student groups: Develop a Personal Resume; Develop a Company identity, define your practice type, your potential clients, professional organizations, and define professional relationships with your clients (25%)

**ASSIGNMENT 3:** Define your corporate Marketing Strategy and supporting analysis (25%)

**ASSIGNMENT 4:** Draft your corporate Financial Statement for profitability (20%)

**WRITING PROMPTS 1-3:** These writings explore your reflections and ideas about selected topics (10%)

**GRADING:**

ASSIGNMENT 1	20%
ASSIGNMENT 2	25%
ASSIGNMENT 3	25%
ASSIGNMENT 4	20%
WRITING PROMPTS 1-3, & PARTICIPATION	10%

\*Course Schedule is tentative and subject to change. It is your responsibility to attend class, read email and check the class D2L site for updates throughout the semester.