



## COURSE OUTLINE

FUN 217

Course Number

3

Credits

Funeral Service Management

Course Title

3/0

Hours: lecture/laboratory/other (specify)

### Catalog description:

A study of the business and management practices appropriate for funeral service with emphasis on small business. Particular consideration is given to staff organization, employer/employee relations, funeral home budget, funeral service merchandising, insurance, methods of price determination and quotation, advertising, OSHA and other applicable federal regulations.

**Prerequisites:** FUN 203, Funeral Service Principles and FUN 215, Funeral Service Law. Students must be enrolled in the Funeral Service Curriculum.

**Corequisites:** None

### Required texts/other materials:

**Texts:**       **Title:**           Funeral Directing & Funeral Service Management  
                  **Author:**       Ralph Klicker  
                  **Publisher:**    Thanos Institute  
                  **Edition:**       Latest

**Title:**           Winning Ways  
                  **Author:**       Todd W. VanBeck  
                  **Publisher:**    Appleton & Lange  
                  **Edition:**       1999

**Title:**           Mortuary Law  
                  **Author:**       Stueve-Gilligan  
                  **Publisher:**    Thomas F. H. Stueve  
                  **Edition:**       1995

**Title:**           Funeral Service Merchandising  
                  **Publisher:**    Cincinnati Foundation for Mort. Ed. Inc.  
                  **Author:**       Phillip R. DeArmond  
                  **Edition:**       2003

**Title:**           Funeral Service Supplement  
                  **Publisher:**    MCCC

**Last revised:**        January 2009

**Course coordinator:** Robert C. Smith, III, tel. 609-570-3472; smithr@mccc.edu

### **Information resources:**

MCCC library website for database of holdings:

[http://www.mccc.edu/student\\_library.shtml](http://www.mccc.edu/student_library.shtml)

There are numerous MCCC library holdings for Funeral Service.

The call designations are:

RA622 Funeral Service science and practice

HD9999 Funeral Service business and profession

GT3202 Funeral customs, sociology, and history

### **Other learning resources:**

Director of Funeral Service has copies of Funeral Service magazines and articles for student use in his office collection.

### **Course goals:**

Students will be exposed to the multiple roles /responsibilities faced by the manager of a funeral home particularly in a small business context. Roles and responsibilities include business organization, marketing, merchandising, human resources, pricing, collections, and government compliance. Ethical business practices are stressed. Teamwork and small group discussion will be utilized. Oral and written communication will be evaluated.

### **Units of study in detail.**

Week 1 - Introduction - Functions of Management  
Management Policies  
Business Organizations

Preparation: FD&FSM Chapter 12, App. C 687-689  
Winning Ways, Section I

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Explain the 4 pillars of management.
2. Explain some of the unique conditions existing for Funeral Service
3. Explain the activities and responsibilities of the funeral home owner and/or manager.
4. Explain the forms of business ownership used in funeral service.
5. Discuss the advantages and disadvantages of the above.

Week 2 - The Business Environment and Budget

Preparation: Budget Handout from instructor  
FD&FSM Chapter 22  
Supplement p. 186

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Describe small business and the characteristics of the small business owner
2. Recognize the market forces that business and funeral home owners deal with.

3. Explain the purpose of a budget.
4. Identify sources of income and expense for a funeral home budget.

Week 3 - Market & Cost Analyses

Preparation: FD&FSM Chapter 23, p 196-197.

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Recognize cost components i.e. fixed vs. variable expenses, overhead, break-even analysis.
2. Describe the concepts of market, market share, target market.

Week 4-5 - Employment Practices  
Wage & Hour Laws

Preparation: FD&FSM Chapters 13-18, p. 247-248  
Stueve chapters 11 & 12,  
Winning Ways, Section II  
Handouts from Instructor  
Supplement p. 192

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Recognize the importance of communications between employer-employees.
2. Understand the impact of wage and hour requirements on funeral service.
3. Understand the purpose of a work agreement/contract.
4. Describe Maslow's Hierarchy of Needs, MacGregor's Theory X/theory Y.
5. Explain the concept of job enrichment.

Week 6 - Funeral Service Pricing

Preparation: FD&FSM p. 126-127  
Merchandising Chpt. 14-15, p.127-145.

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Define: unit, bi-unit, functional and itemized pricing.
2. Explain the use of a sales agreement form.
3. Differentiation between price determination and price quotation.
4. Describe FTC compliance with pricing issues.

Week 7 - Price Determination

Preparation: FD&FSM p. 120-126  
Merchandising, Chapter 12, p. 109-111

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Use revenue and expense information in order to create charges for services, facilities, motor equipment, merchandise, etc.
2. Identify accommodation sundry merchandise.

Week 8 - Merchandising & Selection Room Evaluation  
Inventory/Warranties

Preparation: FD&FSM p. 107-119  
Winning Ways, Section II, p. 14, 15  
Stueve p. 123-124  
Merchandising, Chpt. 16 p.147-163.

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Recognize the importance and potential of a selection room & selection room alternatives.
2. Identify some merchandising techniques i.e. consecutive and educational approaches, value of lighting, and use of color.
3. Describe techniques to present warranties for funeral service merchandise.
4. Understand FTC applications relative to presentation of merchandise.

Week 9 - **Test**

Week 10 - Funeral Home Construction/Facilities  
OSHA/ADA Requirements

Preparation: Stueve Chapter 13,  
Supplement p. 176

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Identify what is necessary and appropriate for a functional funeral home.
2. Explain the specific funeral home requirements necessary to comply with OSHA & ADA.
3. Discuss minimum state requirements for funeral home construction.

Week 11 - Insurance

Preparation: FD&FSM p. 199-201  
Supplement p. 208

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Explain the reasons for having insurance.
2. Identify different types of insurance.
3. Define: agent and broker

Week 12 - Multi unit operations  
Cemetery/Funeral Home Combinations

Preparation: Stueve, Chapter 9  
FD&FSM Chapter 27 & p. 249-250

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Recognize the economic factors associated with multiple unit funeral businesses.
2. Identify the terms: merger, acquisition, dual operation, combination, consolidation.
3. Identify some of the large multi-unit operations in funeral service.

Week 13 - Credit policies  
Collections  
Federal Truth in Lending

Preparation: Stueve, Chapter 15  
Supplement XVIII

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Understand the risks involved in extending credit.
2. Recognize difference between trade and consumer credit plus other common business credit terms.
3. Explain methods to track/improve collections.
4. Describe the required disclosures for F-T-I-L.

Week 14 - Advertising  
Public Information Programs

Preparation FD&FSM Chapters 19-21, p. 245-247

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Identify advertising methods appropriate for funeral service.
2. Identify the value of the funeral home as a source of information.

Week 15 - Establishing/Buying a Funeral Home  
Review for final exam

Preparation: Supplement (Raether Chapter 12)  
FD&FSM p. 191-193

Objectives:

Having completed the assigned readings, attended the lectures, and participated in class discussions, the student will be able to:

1. Recognize the legal and business factors to consider before opening a funeral home.
2. Understand the financing consideration for a funeral home purchase.

### **Evaluation of student learning:**

#### **Quizzes and Tests:**

Notice of tests will be given prior to testing. Quizzes may be unannounced. Quizzes will cover material from preceding class meetings and tests will span several units of work.

#### **Written projects:**

- 1) Selection Room, 2) Funeral Home Ownership, 3) ADA Compliance, 4) Budget, 5) Sales Frequency.

Mastery of the material in this course will be evidenced through multiple choice, fill-in-the-blank, and/or short answer type questions with at least 75% accuracy level required and written projects.

Verbal and written communication skills will be assessed via essay questions, class discussions, and written projects.

NOTE: Minimum "C" grade in Funeral Service courses is **75**.

**ALL FUN courses must be completed with grade of 'C' or better.**

**Academic Integrity Statement:** It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.