Funeral Service Management

Credits: 3
Lecture Hours: 3

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

Last Revised: Spring 2020

Required texts/other materials:

<table>
<thead>
<tr>
<th>TEXTS</th>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
<th>Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Funeral Directing &amp; Funeral Service Management</td>
<td>Ralph Klicker</td>
<td>Thanos Institute</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Winning Ways</td>
<td>Todd W. VanBeck</td>
<td>Appleton &amp; Lange</td>
<td>1999</td>
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</tbody>
</table>
INSTRUCTOR:    Deborah Tolboom
OFFICE:        BS 105
CONTACT Info:  (609) 570-3866  tolmoond@mccc.edu

Course Coordinator:  Michael T. Daley, tel. 609-570-3472; daleym@mccc.edu

Information resources:
MCCC library website for database of holdings:
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 competencies/goals:
The student will be able to:
1. Identify the multiple roles and responsibilities of a funeral home manager
2. Develop pricing techniques, merchandising plans and collection policies for effective funeral home operation
3. Evaluate various forms of business ownership and management styles
4. Recognize the need for effective human resources policies
5. Identify marketing approaches appropriate for funeral service.
6. Emphasize the need for compliance with government regulation

**Course specific General Education goals and core skills:**

**Goal 1: Communication.** Students will communicate effectively in both speech and writing.

**Goal 2: Mathematics.** Students will use appropriate mathematical and statistical concepts and operation it interpret data and to solve problems.

**Goal 3: Social Science.** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

**Goal 8: Diversity.** Students will understand the importance of a global perspective and culturally diverse peoples.

**Goal 9: Ethical Reasoning and Action.** Students will understand ethical issues and situations.

**MCCC Core Skills**

**Goal A. Written and Oral Communication in English.** Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.

**Goal B. Critical Thinking and Problem-solving.** Students will use critical thinking and problem solving skills in analyzing information.

**Goal C. Ethical Decision-Making.** Students will recognize, analyze and assess ethical issues and situations.

**Goal D. Information Literacy.** Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

**Goal E. Computer Literacy.** Students will use computers to access, analyze or present information, solve problems, and communicate with others.

**Goal F. Collaboration and Cooperation.** Students will develop the interpersonal skills required for effective performance in group situations.

**Goal G. Intra-Cultural and Inter-Cultural Responsibility.** Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global, and environmental awareness.

**Reasonable Accommodations for Students with Documented Disabilities:**

Mercer County Community College is committed to supporting all students in their academic and co-curricular endeavors. Each semester, a significant number of students document disabilities, which may
require learning, sight, hearing, manual, speech, or mobility accommodations to ensure access to academic and co-curricular activities. The college provides services and reasonable accommodations to all students who need and have a legal entitlement to such accommodations.

For more information regarding accommodations, you may visit the Office of Academic Support Services in FA129 or contact them at (609) 570.3422 or urbanb@mccc.edu.

**Academic Integrity**

Students are required to perform all the work specified by the faculty and are responsible for the content and integrity of all academic work submitted, such as papers, reports, and examinations. A student will be guilty of violating the Rule of Academic Integrity if he or she:

- uses or obtains unauthorized assistance in any academic work;
- gives fraudulent assistance to another student;
- knowingly represents the work of others as his or her own or represents previously completed academic work as current;
- fabricates data in support of an academic assignment;
- inappropriately or unethically uses technological means to gain academic advantage

**Evaluation of student learning:**

Mastery of the material in this course will be evidenced through written projects and multiple choice, fill in the blank or short essay type questions. **Minimum passing grade is 75.**

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<th>Total Point Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>1,000-940</td>
<td>A</td>
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<tr>
<td>939-900</td>
<td>A-</td>
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<td>899-870</td>
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<td>C</td>
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<tr>
<td>749-600</td>
<td>D</td>
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<tr>
<td>&lt; 600</td>
<td>F</td>
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Grade rubric for this course is included in the syllabus. Attendance and participation will be used to evaluate borderline grades.

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.**

**Tests:**

Tests will cover one or more units of study. Notice of tests will be given prior to testing. Final examination is comprehensive.

**Attendance / Class participation:**

Students are expected to attend all class sessions and participate in discussions/activities.

**Funeral Service Courses must be completed with grade of “C” or better**

Students should strive for maximum success in all coursework.

A GPA of 2.0 is necessary for graduation.

Students must graduate to sit for the NBE and the State Jurisprudence exam.

**Classroom decorum.**

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.

It is the students’ responsibility to attend all classes. If classes are missed for any reason, students are still 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. Students are expected to be on time for classes. If students walk into a class after it has begun they select a seat close to the entrance in order to minimize the disruption.

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 is not appropriate. **This includes use of cell phones in any manner during class time.** Texting and other forms of electronic communication will not be tolerated during class sessions. Students who engage in such activity will be asked to leave the class by the instructor.
Units of study in detail:

**Unit 1**
- Introduction – Funeral Service Business Environment
- Functions of Management & Management Policies
- Business Organizations
- Multi-unit operations
- Funeral home/cemetery combinations

Objectives:

1. Explain the 4 pillars of management. (Course Comp 1,3; Gen Ed 1,5; Core Skills A,C,D)
2. Discuss the activities and responsibilities of the funeral home owner and/or manager, including marketing, financial and operational analyses. (Course Comp 1,3; Gen Ed 1,5,9; Core Skills A,C)
3. Identify some of the unique conditions existing for Funeral Service (Course Comp 1,3; Gen Ed 1,5; core skills C,F,B,D)
4. Explain the forms of business ownership used in funeral service and the advantages and disadvantages of each. (Course Comp 3, Gen Ed 1,5,9; Core Skills B,C)
5. Identify the terms: merger, acquisition, dual operation, combination, consolidation. (Course Comp 1,3; Gen Ed 1,5,9; core skills A,B,D)
6. Identify some of the large multi-unit operations in funeral service. (Course Comp 3, Gen Ed 1,5; core skills A,B,C,D)

**Unit 2**
- Market & Cost Analyses
- The Business Environment and Budget

Objectives:

1. Describe small business and the characteristics of the small business owner. (Course Comp 1, Gen Ed 1,5; Core Skills A,D)
2. Recognize the market forces that business and funeral home owners deal with. (Course Comp 1, Gen Ed 1,5,9; core skills A,B,C,D,F,G)
3. Recognize the economic factors associated with multiple unit funeral businesses. (Course Comp 1,3; Gen Ed 1,5,8,9; core skills A,B,C,D,F,G)

4. Explain the purpose of a budget and identify sources of income and expense for a funeral home budget. (Course Comp 1,2,5; Gen Ed 1,2,9; Core Skills A,B,C,D,E,F)

5. Recognize cost components i.e. fixed vs. variable expenses, overhead, break-even analysis. (Course Comp 1,5; Gen Ed 1,3,5,9; Core Skills B,C,D,E,F)

6. Describe the concepts of market, market share, target market. (Course Comp 1,5; Gen Ed 1,5,9; Core Skills A,B,C,D,G)

**Unit 3**

**Employment Practices**

**Wage & Hour Laws**

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. (Course Comp 1, 3,4; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

2. Understand the impact of wage and hour requirements on funeral service. (Course Comp 1,4; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

3. Understand the purpose of a work agreement/contract. (Course Comp 1, 4; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

4. Describe Maslow’s Hierarchy of Needs, MacGregor’s Theory X/theory Y. (Course Comp 1, 4; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

5. Explain the concept of job enrichment. (Course Comp 1, 4; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

**Unit 4**

**Funeral Service Pricing & Merchandising**

**Price Determination / Price Quotation**

**Selection Room Evaluation**

**Inventory/Warranties**

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. (Course Comp 1,2; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

2. Explain the use of a sales agreement form. (Course Comp 1,2; Gen Ed 1,2,5,8; Core Skills A,B,C,D)
3. Differentiate between price determination and price quotation. (Course Comp 1,2; Gen Ed 1,2,5,8; Core Skills A,B,C,D)

4. Describe FTC compliance with pricing issues and presentation of merchandise. (Course Comp 1,2,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

5. Use revenue and expense information in order to create charges for services, facilities, motor equipment, merchandise, etc. (Course Comp 1,2; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

6. Identify accommodation merchandise. (Course Comp 1,2; Gen Ed 1,5,9; Core Skills A,B,D)

7. Recognize the importance and potential of a selection room & selection room alternatives. (Course Comp 1,2,5; Gen Ed 1,2,5,8,9; Core Skills A,B,C,D)

8. Identify some merchandising techniques i.e. consecutive and educational approaches, value of lighting, and use of color. (Course Comp 1,2,5; Gen Ed 1,2,5,8,9; Core Skills A,B,C,D, G)

9. Describe techniques to present warranties for funeral service merchandise. (Course Comp 1,2,6; Gen Ed 1,5,9; Core Skills A,B,C,D, F)

Unit 5 Insurance

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. (Course Comp 1,3,6; Gen Ed 1,5,9; Core Skills A,B,C,D,F)

2. Identify different types of insurance. (Course Comp 1,3,6; Gen Ed 1,5,9; Core Skills A,B,C,D)

3. Define: agent and broker (Course Comp 1,2; Gen Ed 1,5,9; Core Skills A,B,C,D)

Unit 6 Credit policies

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. (Course Comp 1,2,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D,F,G)
2. Recognize difference between trade and consumer credit plus other common business credit terms. (Course Comp 1,2,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

3. Explain methods to track/improve collections. (Course Comp 1,2,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D,G)

4. Describe the required disclosures for F-T-I-L. (Course Comp 1,2,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D,F)

**Unit 7**

**Funeral Home Construction/Facilities**

**OSHA/ADA Requirements**

**Establishing/Buying a Funeral Home**

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. (Course Comp 1,6; Gen Ed 1,2,5,8,9; Core Skills A,B,C,D,F,G)

2. Explain the specific funeral home requirements necessary to comply with OSHA & ADA. (Course Comp 1,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

3. Identify minimum state requirements for funeral home construction. (Course Comp 1,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

4. Recognize the legal and business factors to consider before opening a funeral home. (Course Comp 1,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

5. Understand the financing consideration for a funeral home purchase. (Course Comp 1,6; Gen Ed 1,2,5,9; Core Skills A,B,C,D)

**Unit 8**

**Advertising**

**Public Information Programs**

**Social Networking Challenges**

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. (Course Comp 1,5,6; Gen Ed 1,2,5,8,9; Core Skills A,B,C,D,G)

2. Identify the value of the funeral home as a source of information. (Course Comp 1,5; Gen Ed 1,5,8,9; Core Skills A,B,C,D,F,G)

3. Identify the new opportunities, challenges and navigation that technology and social networking has created for funeral service.
Final Exam (Comprehensive)