MASTER SYLLABUS

FSAD 214 Funeral Home Management I

CIP Code:
(12.0302) Funeral Direction/Services

Created by: David R. Penepent, PhD
Updated by: October 25, 2023

Science, Health and Criminal Justice
Funeral Services Administration
Fall 2024
A. TITLE: Funeral Home Management I

B. COURSE NUMBER: FSAD 214

C. CREDIT HOURS:
   # Credit Hours: 3
   # Lecture Hours _3_ per Week
   # Lab Hours ___ Week
   Other ___ per Week

   Course Length (15 Weeks):

D. WRITING INTENSIVE COURSE: No

E. GER CATEGORY: No

F. SEMESTER(S) OFFERED: Fall

G. COURSE DESCRIPTION:

   This course is a survey of various management techniques and procedures that are necessary for the successful operation of a small business with the major emphasis on funeral home management.

H. PRE-REQUISITES: FSAD 111 or with permission from the instructor.

I. STUDENT LEARNING OUTCOMES: Upon completion of this course, the student will:

<table>
<thead>
<tr>
<th>Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcomes [PSLO]</th>
<th>Institutional Student Learning Outcomes [ISLO]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Define and explain the laws and regulations involved in the operation of a small business and particularly how they impact funeral home operations.</td>
<td>2.1.3 Interpret how federal, state, and local laws apply to funeral service in order to ensure compliance.</td>
<td>4. Social Responsibility – Ethical reasoning</td>
</tr>
<tr>
<td>2. Discuss various types of management techniques unique to the funeral home operations.</td>
<td>2.1.9 Explain management skills associated with operating a funeral establishment.</td>
<td>3. Foundational Skills</td>
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<td></td>
<td></td>
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<tr>
<td>4. Industry, Professional, Discipline-Specific Knowledge and Skills</td>
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</table>
J. APPLIED LEARNING COMPONENT:  Yes______  No___ X___

If Yes, select one or more of the following categories:

- Classroom/Lab___
- Internship___
- Clinical Practicum___
- Practicum___
- Service Learning___
- Community Service___
- Civic Engagement___
- Creative Works/Senior Project___
- Research___
- Entrepreneurship___

K. TEXTS:


L. REFERENCES:  None

M. EQUIPMENT:  Microsoft Word or comparable software. Internet access is required.

N. GRADING METHOD:

Your final grade will be calculated based on the following grading scheme:

**NOTE: IN ALL FUNERAL SERVICE REQUIRED CORE COURSES A “C” OR HIGHER IS NEEDED TO PASS**

<table>
<thead>
<tr>
<th>From %</th>
<th>To %</th>
<th>Letter grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>92.0</td>
<td>A</td>
</tr>
<tr>
<td>91.9</td>
<td>87.0</td>
<td>B+</td>
</tr>
<tr>
<td>86.9</td>
<td>83.0</td>
<td>B</td>
</tr>
<tr>
<td>82.9</td>
<td>79.0</td>
<td>C+</td>
</tr>
<tr>
<td><strong>78.9</strong></td>
<td><strong>76.0</strong></td>
<td>C</td>
</tr>
<tr>
<td>75.9</td>
<td>69.0</td>
<td>D+ <strong>Required to retake the course</strong></td>
</tr>
<tr>
<td>68.9</td>
<td>60.0</td>
<td>D <strong>Required to retake the course</strong></td>
</tr>
<tr>
<td>59.9</td>
<td>0</td>
<td>F <strong>Required to retake the course</strong></td>
</tr>
</tbody>
</table>
O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Grade Weight/Point Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>25%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm</td>
<td>20%</td>
</tr>
<tr>
<td>Final</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Once enrolled in the Funeral Services Administration program, students must complete the course of study within six (6) years. FSAD courses that are (6) years or older must be retaken because the American Board of Funeral Service Education revises the course outlines every seven years.

P. DETAILED COURSE OUTLINE:

I. Business Criteria, Formation, and Organization
   A. The Role & Criteria of a Small Business VS Large Business in the US
   B. Ownership and Formation of a Business
      1. Sole Proprietorship
      2. Partnership
      3. Corporation

II. Financial and Market Analysis
   A. Common causes of business failure
   B. Buying a Going Concern VS Starting a New Business

III. Cost Analysis and Inventory Costs and Controls
   A. Tangible VS Intangible Assets
   B. Market Surveys
   C. Location & Layout of Business
   D. Equipment & Fixture Requirements
   E. Inventory Considerations
   F. Inventory Control.

IV. Advertising and Sales Promotion
   A. Effects Caused by Advertising
   B. Types of Advertising Media
   C. Advertising Themes
   D. Measuring the Success of Advertising
V. Pricing Strategies
   A. Factors which influence prices
   B. Legislations regarding pricing
   C. Marketing and Merchandising Strategies

VI. Credit, Borrowing and Lending
   A. Credit Policies and Practices
   B. Advantages and Disadvantages of Extending Credit
   C. Types of Consumers and Business Credit

VII. Insurance & Risk Management
   A. Insurance Planning
   B. Types of Insurance

VIII. Employer/Employee Relationships
   A. The Funeral Director as a Managerial Person
   B. Employment Application Process
   C. Hiring and Firing Employees

IX. Funeral Service Facilities Management

X. Funeral Service Staff Management

XI. Funeral Service Equipment Management

XII. Establishing Standard Operating Procedures for the Funeral Home

XIII. Government Legislation and Regulations for the Funeral Industry

Q. LABORATORY OUTLINE: None