

**UNIVERSITY COLLEGES OF TECHNOLOGY  
STATE UNIVERSITY OF NEW YORK  
CANTON**



**COURSE OUTLINE**

**FSAD 214 Funeral Home Management I**

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**SCHOOL OF SCIENCE, HEALTH & CRIMINAL JUSTICE  
Funeral Services Administration Program**

Revised: May 11, 2015

## FSAD 214 Funeral Home Management I

- A. **TITLE:** Funeral Home Management I
- B. **COURSE NUMBER:** FSAD 214
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **WEEKS PER SEMESTER:** 15
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE:** 3/week
- H. **CATALOG DESCRIPTION:**

A study in management techniques and procedures that is necessary for successful operation of a small business with the major emphasis on funeral home management.

- I. **PRE-REQUISITES:** FSAD 111 or with permission from the professor.
- J. **OBJECTIVES:** Upon completion of this course, the students will:

Course Objectives	Institution SLO
1. Discuss the criteria and basic roles of large and small businesses within the context of current and future trends.	2. Critical Thinking 4. Professional competence
2. Compare and contrast the advantages and disadvantages of various business entity: sole proprietorship, partnership, and corporation	1. Communication, 4. professional competence
3. Define and explain the laws and regulations involved in the operation of a small business and particularly how they impact funeral home operations.	4. professional competence 3. Intrapersonal Skills
4. Discuss the funeral specific managerial techniques unique to the funeral home operations.	2. Critical Thinking, 3. Interpersonal Skills 4. professional competence
5. List and explain basic finance management terminology and principles	4. professional competence
6. Compare advantages/disadvantages of buying an established funeral home versus opening a new funeral home	2. Critical Thinking, 4. professional competence

- K. **TEXTS:**

Klicker, R. (2007). *Funeral Directing and Funeral Service Management*. Thanos Institute: Buffalo, New York.

McCullough, R.L. (2012). *NYSFDA manual of New York State's funeral laws and regulations affecting funeral directing: A practical guide for funeral directors*. Albany, New York: New York State Funeral Directors Association.

**L. REFERENCES:**

**M. EQUIPMENT:** Computer with Windows 98© or better

**N. GRADING METHOD:** A – F.

**O. EVALUATION CRITERIA/METHODS**

Discussion, quizzes, exams, and major projects. A grade of “C” or better must be obtained in this course.

**P. DETAILED TOPICAL 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 Consumer 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

**R. LABORATORY OUTLINE: N/A**