

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

FSAD 214 Funeral Home Management I

CIP Code:

(12.0302) Funeral Direction/Services

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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:

Student Learning Outcome [SLO]	Program Student Learning Outcomes [PSLO]	Institutional Student Learning Outcomes [ISLO]
1. Define and explain the laws and regulations involved in the operation of a small business and particularly how they impact funeral home operations.	2.1.3 Interpret how federal, state, and local laws apply to funeral service in order to ensure compliance.	4. Social Responsibility – Ethical reasoning 3. Foundational Skills
2. Discuss various types of management techniques unique to the funeral home operations.	2.1.9 Explain management skills associated with operating a funeral establishment.	3. Foundational Skills 5. Industry, Professional, Discipline-Specific Knowledge and Skills

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 _____

(program, class, project)

K. TEXTS:

Fritch, J.B. & Altieri, J.C. (2017). *Foundations of funeral directing: Building a professional cornerstone*. Funeral Service Education Resource Center.

McCullough, R.L. (2020). *NYSFDA manual of New York State's funeral laws and regulations affecting funeral directing: A practical guide for funeral directors: Fourth Edition*. Albany. New York State Funeral Directors Association.

Penepent, D.R. (2024). *A complete guide to the Arts section of the National Board Exam for Funeral Services*. Anubis Publications Inc.

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

From %	To %	Letter grade
100	92.0	A
91.9	87.0	B+
86.9	83.0	B
82.9	79.0	C+
78.9	76.0	C
75.9	69.0	D+ Required to retake the course
68.9	60.0	D Required to retake the course
59.9	0	F Required to retake the course

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignment Category	Grade Weight/ Point Distribution
Assignments	25%
Quizzes	25%
Midterm	20%
Final	30%
Total	100%

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