All Fields Report

Basic Course Information	
College	Cañada College
Discipline	FSE.-Funeral Service Education
Course Number	235
Full Course Title	Funeral Service Management
Catalog Course Description	This course introduces the basic principles of management as they apply to the practice of the funeral profession. It explores the role and function of an effective manager, emphasizing the functions of planning, organizing, motivating, directing, and controlling. Specific areas of funeral service practice and managerial guidelines for those areas are covered. Topics also include management theory as it relates to funeral service practice.
Class Schedule Course Description	This course introduces the basic principles of funeral service management. It explores effective management. Topics include management theory as it relates to funeral service practice.
Proposal Information	
Proposed Start	Year: 2021 Semester: Fall
Proposed Curriculum Committee Meeting Date:	11/13/2020
Deadline for submission to Dean's Queue:	10/08/2020
Deadline for submission of curriculum proposal to the Technical Review Committee:	10/20/2020
Proposal Origination Date:	04/10/2020
Justification For Board Report OR Curriculum Inventory update:	1. For NEW Courses: Provide a brief justification statement describing the need for the course, its place in the curriculum, and pertinent information such as the role of advisory committees. New courses require approval of the SMCCCD Board of Trustees. The justification statement will be included on the annual Curricular Board report. Use complete sentences and present tense.

2. For all types of Course MODIFICATIONS (modifications, banking, deletions and reactivations): Provide a brief justification statement describing the need for the change. The justification statement will be used for course updates in the State Curriculum Inventory as necessary. Use complete sentences and present tense.

Course content is required by the American Board of Funeral Service as described in the ABFSE Funeral Service Management and Federal Trade Commission outlines and provides the student with an understanding of the objectives of management , different management techniques and operational styles in funeral service. The course also discusses different types of business based on size and legal classification. The student is introduced to the risks of acquiring or starting a funeral business. This course is a core requirement for the Funeral Service Education Associate in Science Degree. |
| **Honors Course** | No |
| **Open Entry/Open Exit** | No 0 |

Equivalent Courses	
Will this course replace an existing course in the catalog,	No

or an experimental course?	
If yes, identify and explain.	

Similar Courses

Is there a similar or equivalent course in SMCCCD?	No
Added Similar Courses	

Units/Hours

Unit Types	Fixed
Units	Min: 3.00
Variable Range	Range (or)

Hours

Please enter hours as per term values

Method	Min Hours	Max Hours	Min Faculty Load	Min Units
Lecture	40.00	45.00	2.50	2.50
Lab	24.00	27.00	1.20	0.50
TBA	0.00	0.00	0.00	0.00
Work Experience	0.00	0.00	0.00	0.00
Field Experience	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00
Homework	80.00	90.00	0.00	0.00

Other Hours	

Course Details

Repeatable for Credit	No
Grading Methods	
Audit	No - Please Justify: This course requires special preparation and program admission on a limited basis.

Materials Fee

Fee Required?	No

Student Learning Outcomes

Upon successful completion of this course, a student will meet the following outcomes:
1. Create a comprehensive business plan for a funeral service enterprise.
2. Describe the roles and risks of different businesses entities in the United States.
3. Utilize various software commonly used in funeral homes

Course Objectives

Upon successful completion of this course, a student will be able to:
1. Identify the goals and objectives of funeral service management
2. Describe management functions as they relate to funeral service practice
3. Recommend contemporary concepts of funeral service management as they relate to client families and community, staff members, and professional associates

4. Differentiate the five areas of management and discuss the significant aspects of each

5. Prepare a set of operational procedures specific to funeral service

6. Create a set of procedures related to disaster management

7. Analyze future trends in the funeral service business and in funeral service practice

8. Define and discuss the role of funeral service businesses in the economy

9. Assess the risks involved with operating a small funeral service business

10. Identify ways in which odds for success in small funeral service businesses can be improved

11. Evaluate human resource requirements for success in funeral service businesses

12. Explain the factors involved in buying a funeral service business

13. Explain how credit and collections programs are managed in funeral service businesses

14. Assess methods of estimating capital needs and types of financing available for funeral service businesses

15. Describe areas of risk management areas in funeral service and types of insurance

16. Design a set of marketing tools for a funeral service business

17. Identify and use the components of computer hardware and software

18. Use and assess funeral management software

19. Explain management skills associated with operating a funeral establishment

Course Lecture Content

1. Orientation
     1. Dual role of funeral service manager
     2. Funeral service business or profession
     3. Goals of funeral service management
     4. Traditional versus contemporary philosophies of management
2. Funeral management software
     1. Account creation
     2. Data entry
     3. Accounts receivable
     4. Vital statistics
3. Future trends in funeral service
     1. Population and death projections
     2. Changes in the American family structure
     3. Religion and the clergy
     4. Changes in forms of ceremony and disposition
     5. Changes in merchandise and services
     6. Changes in regulatory environment including licensing
     7. Changes in labor force
     8. Impact of acquisition companies
     9. Increase in pre-need arrangements
4. Contemporary concepts applied
     1. Overview of importance of funeral service learning to utilize generally accepted management principles
     2. Review of evolution of funeral service education
     3. Analysis of current trends in funeral service management
5. Areas of management applied
     1. Human resources
     2. Financial
     3. Marketing
     4. Facilities
     5. Operations
6. Disaster management
     1. Role of funeral service personnel
     2. Types of disasters
     3. General concerns that arise relative to disasters

    4. Federal, state, and local concerns regarding jurisdiction
    5. Financial considerations
7. Role of small business in U.S.
    1. Entrepreneurship
    2. Growth of small business segment
    3. Family business opportunities and risks
8. Problems and risks of small business in U.S.
    1. Entrepreneurship
    2. Growth of small business segment
    3. Family business opportunities and risks
9. Acquisition
10. Marketing
    1. Market analysis and research
    2. Market segmentation and niche marketing
    3. Customer service focus
    4. Consumer behavior and marketing strategies
11. Finance
    1. Sources of financing
    2. Financial planning
    3. Cash flow management
    4. Cost analysis
12. Location
    1. Site selection and location decision making
    2. Physical plant layout
    3. Location and the business plan
13. Advertising and promotion
    1. Promotion and the communication process
    2. Personal selling techniques
    3. Advertising considerations
14. Credit and collections
    1. Importance of having a collections plan
    2. Effect of granting credit on cash flow
    3. Examples of collections plans
15. Risk management and insurance
    1. Defining and classifying risk
    2. Methods of managing risk
    3. Types of insurance
16. Human resource management
    1. Recruiting
        1. Selecting
        2. Training
        3. Development
    2. Motivating
    3. Evaluation
    4. Discipline and termination
    5. Resume and job interview preparation
17. Government Documents
    1. VA forms
    2. Social security forms
    3. Electronic Death Registration System (EDRS)

Course Lab Content

1. Funeral Service Business Plan

      1. Product/Business development
      2. Projected demand
      3. Location
      4. Advertising
      5. Human resource team development
      6. Financial team development
      7. Management coordination
  2. Proposal to mock investors
      1. Correspondence
      2. Presentation

TBA Hours Content

Frequently Recommended Preparation

Frequently Recommended	

Justification for Frequently Recommended Preparation

Why is the knowledge of the recommended course(s), skill(s) or information necessary for students to succeed in the "target" course? Specify the relationship between the recommended knowledge and skills required of students and those taught in the "target course? (Please list the specific proficiencies students must possess in order to succeed in the "target" course.)

Other Recommended Preparation

You have no defined requisites.

Prerequisites/Corequisites

Drag and Drop to Reorder

Edit/Delete	Requisites	Analysis
	Prerequisite ACTG 100	
	Corequisite Concurrent enrollment in	
	Corequisite FSE. 250 and	
	Corequisite FSE. 260	

Content Review

ACTG 100 - Prerequisite (Objective to Objective) *Active*
FSE. 250 - Corequisite (Objective to Content) *Launched*
FSE. 260 - Corequisite (Objective to Content) *Launched*

Mode of Delivery

Modes of Delivery

Online
Hybrid
Lecture
Lab

Representative Instructional Methods

Methods	Lecture Lab Critique Activity Discussion Guest Speakers Individualized Instruction
Other Methods	

Representative Assignments

Writing Assignments
(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. Write a 6-8 page on an emerging trend in Funeral Service and be prepared to present this trend to the group. Two assignments of this nature per semester.

2. Complete the various government documents associated with funeral service. This 4-5 page assignment will be completed twice per semester per document.

Reading Assignments
(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. Read 4-5 pages in the required textbook on a weekly basis.

2. Read approximately 4 pages from the department student handbook on policies and procedures manual on a weekly basis.

Other Outside Assignments
(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. As a group, create a fictional funeral business, identifying all needed departments, associated costs, and employees and equipment needed. Be prepared to share your findings. A business plan of approximately 20 pages will accompany the assignment. This assignment will happen once per semester.

To be Arranged Assignments
(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- Not applicable

Representative Methods of Evaluation

This section defines the ways students will demonstrate that they have met the student learning outcomes.

Student grades will be based on multiple measures of student performance. Instructors will develop appropriate classroom assessment methods and procedures for calculating student grades, including the final semester grade. The following list displays typical assessment methods appropriate for this course. The actual assessment methods used in a particular classroom and section will be listed in the instructor?s syllabus.

Methods must effectively evaluate critical thinking. Credit courses must include written communication, problem solving, and/or skills demonstrations.

Multiple measures may include, but are not limited to, the following:

Methods	
	- Class Participation - Class Work - Exams/Tests - Group Projects - Homework - Lab Activities - Oral Presentation - Papers - Portfolios - Quizzes - Research Projects

Representative Texts

Textbooks such as the following are appropriate:

Formatting Style	APA

Textbooks	
	1. Fritch, J., & Altieri, J.. *Fundamentals of Funeral Directing: Building a Professional Cornerstone*, 1 ed. Funeral Service Education Resource Center, 2017

Manuals
You have no manuals defined.

Periodicals
You have no periodicals defined.

Software

You have no software defined.

Other	
	1. Cañada College Funeral Service Education Student Handbook 2021-2022

Degree/Certificate Applicability

Designation	Degree Credit
Proposed For	AA/AS Degree
Course Designation Text	Are there degrees/certificates to which this course applies? Funeral Service Education (A.S. Degree)

General Education/Degree/Transfer Course

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By Damon de la Cruz

CSU Transfer Course	
	Transfers to CSU Approved

Course Distance Education

Distance Ed Supplement	New distance education supplement
Distance Education	Distance education component was developed by an instructor with training in online pedagogy. Training: This course was designed in consultation with, and will be taught by, faculty who have received @One, Cañada's QOTL (Quality Online Teaching & Learning) or equivalent certifications.
Method of Distance Education	Online, Hybrid, Web Assisted Course; (If there are limitations on how this course would be offered please explain below)
Online Method Limitations	Lab component can only be taught face to face.
Other Methods	
Course Content and Methodology	The objectives and content of the course are adequately covered by the methods of instruction, assignments, evaluation of student outcomes, and instructional materials. If this course is currently taught in a lecture mode, the department faculty have determined that the same objectives can be achieved in a distance learning mode. The instructional equipment and materials are sufficient. The preparation and training of faculty are sufficient. Regular personal contact between students and instructor is sufficient. Methods of student evaluation are designed to maintain examination security. Evaluation of student outcomes is sufficient to permit review and assessment of the effectiveness of distance education for this course and to provide information for the annual distance education report.
Instructional Methodologies (How will you deliver the course content?):	Announcements/Bulletin Boards Chat Rooms E-mail Electronic Forum One-Way Video Conferencing (One-way interactive video and two-way interactive audio)

	Online Presentations Resource Links Two-Way Video conferencing (Two-way interactive video and audio)
Representative Courseware/Textbooks Materials:	
Methods of Evaluation of Student Performance:	Online homework (about 1/week) Online midterm exams (about 4/term) Graded discussion boards Proctored Final Exam
How are you ensuring that students with disabilities can access your course in accordance with Section 508?	1. Videos are captioned 2. Lecture screen-casts are captioned 3. Transcripts are provided for all multi-media files (audio and visual) 4. Alt-text is used for embedded images 5. Standardized formatting is used to support screen readers 6. All files are assessed for accessibility 7. Course is evaluated using the OEI Rubric 8. Faculty will work with DRC to ensure that proper accommodations are provided for students (e.g., extended time, Kurzweil, other UDI supports)

Plan for Regular Effective Communication Contact Between Faculty and Student (Title 5, 55204). "Local policies should establish and monitor minimum standards of regular effective contact."

Announcements/Bulletin Boards - These will occur weekly as a minimum.

Email Communication - Email communication will occur through the LMS. Example content will be reminders and notifications. Email responses will be within two days. Daily (with a frequency of 24-48 hours).

Resource Links - Links to relevant news articles will be included with weekly announcements.

Office hours - Online Office hours will be scheduled. Office hours can also be by appointment.

Scheduled Face-to-Face Meetings - In person meetings can be during office hours or by appointment.

Telephone - The instructor will be available via phone during office hours or by appointment.

Study and/or Review Sessions - Non-scheduled sessions can be arranged through the instructor.

Resources Needed

Adequate Library Resources	Consultation with the Coordinator of Library Services regarding the adequacy of campus and online information resources to fulfill course objectives is required prior to course approval. Adequate Please Specify: The accrediting board (the ABFSE) requires funeral specific resources in the library. Standard 8 of the accreditation Manual.
Affected Resources	Which of the following resources do you expect to be affected by the offering of this class? Check as many as appropriate. Additional staff Learning Center Tutorial Assistance Microcomputer Lab Library Media Center
	Explain what effect the areas you have checked will have upon this college:

Comparable Transfer Course Information

Are there comparable courses?	No

Minimum Qualification

No Minimum Qualifications For this Course

CB Codes

CB03 TOP Code	1255.00 - Mortuary Science
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	D - Possible Occupational
CB11 California Classification Codes	Y - Credit Course
CB21 Levels Below Transfer	Y = Not Applicable
CB23 Funding Agency Category	A = Fully Economic Development funds
CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Codes/Dates

Entry of Special Dates

Instruction Office Review	11/13/2020
Last Outline Revision	11/13/2020
Content Review	11/13/2020
CC Approval	11/13/2020
DE Approval	11/13/2020
Effective Term	Term: Fall Year: 2021

Web Catalog

Course Family	
Web Catalog	☐ Exclude from Web Catalog

Instructional Services

Implementation Date	
Originator	Damon de la Cruz
Origination Date	04/10/2020
Proposal Type	Cañada New Course

C-ID Numbers	
CB00 State ID	
CB03 TOP Code	1255.00 - Mortuary Science
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	D - Possible Occupational
CB10 Course COOP Work Exp-ED	N = Not part of Coop Work Exp
CB11 California Classification Codes	Y - Credit Course
CB13-Special Class Status	N - Not Special
CB21 Levels Below Transfer	Y = Not Applicable
CB22 Non Credit Course Category	Y - Not Applicable
CB23 Funding Agency Category	A = Fully Economic Development funds
CB24-Program Course Status	1 = Program Applicable
CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Web Catalog Metadata