

MORS 131

Mortuary Management I

3 Credits (3 Lecture hours per week)

Community College of Baltimore County
Common Course Outline

Description

MORS 131 – Mortuary Management I: explores the role and function of the funeral director as an effective manager; covers the management functions of planning, organizing, motivating, directing and controlling, computerized mortuary management skills, and how to purchase or establish a funeral home in the community.

Pre-requisites: CINS 101, MORS 106, BIOL 130, BIOL 245, and BIOL 252 with a C or better

Overall Course Objectives

Upon completion of this course, students will be able to:

1. define and discuss the role of small business in the economy;
2. discuss the future trends of small business;
3. describe the composition of small business;
4. discuss the role of a small business as an economic contributor to society;
5. identify the purpose of the small business administration (SBA);
6. discuss the risks and problems involved with opening a small business;
7. explain why management in a small business is more demanding than in a large firm;
8. identify ways in which the odds for survival among small business firms can be improved;
9. describe the human resource requirements needed for success in small business;
10. explain the factors involved in buying/selling an established business;
11. discuss the importance of location in the success of a small business;
12. explain how credit and collection programs are managed;
13. explain the importance of managing capital assets;
14. discuss the importance of inventory procurement and control;
15. understand the elements of sound business management;
16. discuss methods of estimating capital needs and types of financing available;
17. explain how to reduce risk through insurance;
18. understand how federal legislation impacts small business;
19. identify potential computer uses and applications; and
1. explain the use of application software packages in solving of funeral service business problems.

Major Topics

- I. The role of the small business in the United States
 - a. Small business

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For more information, see your professor's syllabus.

- b. Trends of small business
 - c. Types of business activity
 - d. Economic contributions of small business in the United States
 - e. Functions of management
- II. The problems and risks of business ownership which may result in business failure
 - a. External problems
 - b. Internal problems
- III. Buying an existing business versus starting a new one
 - a. Factors to consider
 - b. Determining the selling price
 - c. The terms of the sale
 - d. Source of new venture ideas
 - e. Preparing a business plan
- IV. Marketing
 - a. Market
 - b. Object of a market survey
 - c. Information required for a market survey
- V. Choosing the legal form of business organization
 - a. Sole proprietorship
 - b. Partnership
 - c. Corporation
 - d. Limited Liability Company
- VI. Initial financial requirements and source funds
 - a. Types of capital needed
 - b. Fixed capital
 - c. Ways to make financing more affordable
- VII. Business location and design
 - a. Building requirements
 - b. Design factors and guidelines
 - c. Government regulations
- VIII. Inventory requirements
 - a. Determining needs
 - b. Locating and selecting suppliers
 - c. Inventory control considerations
- IX. Advertising and sales promotion
 - a. Consumer buying motives
 - b. Desired effects of advertising
 - c. Types of advertising media
 - d. Personal selling and customer relations
 - e. Advertising themes
 - f. Customer services
 - g. Measuring the success of advertising
- X. Pricing policies and strategies
 - a. Basic considerations regarding pricing
 - b. Pricing policies
 - c. Markup
 - d. Markdown
 - e. Approaches to pricing in funeral service

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- XI. Credit policies and practices
 - a. Trade credit versus consumer credit
 - b. Advantages of extending credit
 - c. Disadvantages of extending credit
 - d. Types of consumer credit
 - e. Factors associated with evaluating a credit risk
 - f. Common business credit/sales terms
 - g. Legislation regarding consumer credit
 - h. Collection policy/problems with collection
- XII. Insurance and risk management
 - a. Insurance planning risks to consider
 - b. Insurances
 - c. Risk management
- XIII. Cost analysis
 - a. Fixed expenses
 - b. Variable expenses
 - c. Overhead
 - d. Break-even analysis
 - e. Cost control
- XIV. Human resource management
 - a. Job description
 - b. Recruitment and selection
 - c. The employment application process
- XV. Uses of personal computers
 - a. As a business tool
 - b. Other uses

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Final examinations in all Mortuary Science classes will be comprehensive. There will be no extra credit given in any Mortuary Science Class.

A = 92 – 100	Test I	25%
B = 85 – 91	Test II	25%
C = 78 – 84	Test III	25%
D = 70 – 77	Comprehensive Final	<u>25%</u>
F = 0 – 69		100%

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This course is a requirement for an Associate in Applied Science in the Mortuary Science Curriculum, which, in the State of Maryland, is required to sit for the National Board Examination (NBE). The NBE is implemented by the International Conference of Funeral

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Service Examining Boards (www.CFSEB.org). The Mortuary Science Program is statewide designated by the Maryland State Board of Higher Education and is nationally accredited by the American Board of Funeral Service Education (www.CFSEB.org).

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

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