

- The unique mba, open for worldwide audiences
- Includes extensive online teaching
- Uses innovative communication technologies to enhance the education and training experience
- Prepares specialists in the field of funeral services to meet the challenges of an evolving European-wide market.

## Information and registration

## IL3. Institute for LifeLong Learning

C/Ciutat de Granada, 131 08018 Barcelona (Spain)

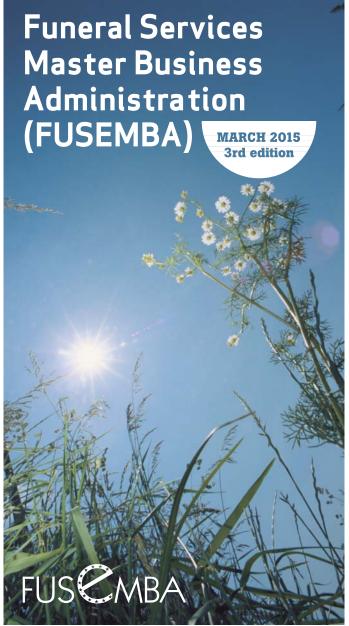
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IL3 Instituto de Formación Continua















# **Funeral Services**

## Master Business Administration



Funeral companies across Europe, in particular Small and Mid-Sized companies (SMEs), are facing enormous challenges because of the liberalization of the market, changing legislation, and socio-cultural changes. FUSEMBA: Funeral Services Master Business Administration (FUSEMBA) is a project aimed at making a new generation of European managers in the funeral service sector more market-skilled and business-oriented in orderto address these challenges.

#### **Key Target Users**

General Manager, Directors of functional units and personnel of small, medium and large companies in the funeral industry.

#### **KEY VALUE**

## Sectorial knowledge

The Fusemba MBA Program combines the top level academic standards with the most valuable industry-centric know-how and specific contents. The participation of different partners combines funeral service expertise with special know-how In e-learning and MBA course design and delivery, provided by the University of Barcelona, one of the most prestigious universities worldwide per on the other hand, the fusemba program counts on one of the most prestigious universities worldwide, the university of barcelona, wich provides the mba design and e-learning delivery.

## International vision

The participants will have the opportunity to discover firsthand the business models and value propositions in organizing countries, since the team of teachers and tutors is composed by recognized professionals recognized of different companies of the funereal sector per professionals from leading companies in the funeral industry

## Master's degree of the University of Barcelona

The master candidates that pass the assesment will receive a Master's degree from IL3-University of Barcelona, equivalent to 60 loans ECTS credits (1500 hours). Students are required to deliver their university degree certificate compulsorily. In case of lacking unniversity degree the graduates will earn an university diploma extension.

## Partner Ships













The Master of 60 ECTS credits (1500 hours), taught in blended taught with a blended methodology includes a oneweek teaching module in 5 european cities, where funeral home visits, workshops and presentations will be conducted.

This programme will be carried out for 2 alternate weeks in Barcelona (Spain) and one week in Paris (France), Münnerstadt (Germany), Bologna (Italy), and London (United Kingdom).

The following themes presented below are those to be worked in each face-to-face week modules:

## **Funeral Services** Master Business Administration



Introduction to Funeral Services Communication Psychological aspects



Operations, logistics Law aspects (international transport) Materials



Planning, control, standardizations Regulation (ISO) Cemeteries



Cremation

Funeral organization, ceremony,



Embalming techniques Body treatment



Funeral homes Dissertations Elevator pich of Business Plan

# On-line Course

12 Modules

Exercises - Activities

**Business Game** 

DiscussionForums

Personal work

#### **REGISTRATION AND FEES**

#### **COMPLETE MASTER**

#### **Complete Master**

Enrolment fee is €8.000.

Fees cover the general costs of the MBA and study materials. Travel and accommodations are not included.

## Complete Master+Hotels

Enrolment fee is €14.950.

Includes bed, breakfast and lunch for 6 weeks of classroom training in the different countries.

Travel expenses are paid by the student

#### There are two other methods of enrolment:

#### SPECIFIC ON-LINE MODULES

- Marketing and Sales Management (8 ECTS). €2,500
- Finance Accounting Management (10 ECTS). €2,800
- Human Resources Management (14 ECTS). €2,200

Fees cover the general costs of the MBA and study materials.

#### SINGLE FACE TO FACE WEEK

## Single face to face week

Enrollment fee is €2,000.

## Single face to face week+Hotels

Enrolment fee is €3.500.

Includes bed. breakfast and lunch for 1 week of classroom training in the different countries.

Travel expenses are paid by the student.

## **Enrolment period** From 1/12/2014 to 15/02/2015

## Where to enrol

IL3-UB. Institute for LifeLong Learning. University of Barcelona.

#### Start date March 2015

To enrol or ask for more

information

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