

Information and registration

IL3. Institute for LifeLong Learning

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- The unique mba, open for world-wide 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.

Funeral Services Master Business Administration (FUSEMBA)

MARCH 2015
3rd edition

FUSEMBA

PARTNER SHIPS



Funeral Services

Master Business Administration

The funeral industry in Europe

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 order to 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. On the other hand, the FusemBA program counts on one of the most prestigious universities worldwide, the University of Barcelona, which provides the MBA design and e-learning delivery.

International vision

The participants will have the opportunity to discover first-hand 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 funeral sector per professionals from leading companies in the funeral industry.

Master's degree of the University of Barcelona

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

Partner Ships



Programme overview

The Master of 60 ECTS credits (1500 hours), taught in blended taught with a blended methodology includes a one-week 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), Múnsterstadt (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,
protocol

Embalming techniques
Body treatment

Funeral homes
Dissertations
Elevator pitch of Business Plan

On-line Course

The on-line teaching consists of 12 modules of on-line teaching, in which we'll work on the different management areas of funeral services.

The program also includes a business game and a tutored final project suitable to be applied to your organization.

12 Modules

Exercises - Activities

Business Game

Discussion Forums

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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