

Course Syllabus

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Fermanian School of Business

BFN3035 Business Finance

3 Units

Summer 2026

May 11 – August 30

Meeting Days: Tuesdays

Instructor: Mark Alfaro

Meeting Times: 6:00p-8:45p

Email: mlafond@pointloma.edu (<mailto:mlafond@pointloma.edu>)

Meeting Location: Mesa College

Phone: *By appointment*

Office Location and Hours: *By appointment*

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character ~ Professionalism ~ Excellence ~ Relationships ~ Commitment ~ Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice. cultures.

Course Description

This course provides an introduction to the principles that guide the financial management of a business enterprise, with emphasis on decision-making and value creation. Topics include financial analysis, time value of money, risk and return, security valuation



capital budgeting, cost of capital, forecasting and dividend policy. Prerequisite(s): ECO 1002, MTH 1053 or MTH 1073, MTH 2003 and ACC 2002 or consent of instructor for non-majors.

Course Learning Outcomes

The student who successfully completes this course will be able to:

1. Exhibit an understanding of finance terminology (PLO 1, C1).
 2. Exhibit an understanding of finance principles and theories, including: financial analysis, the time value of money, risk and return, securities, capital budgeting, cost of capital, leverage, dividend policy and forecasting (PLO 1, C1).
 3. Calculate and analyze a firm's financial performance, security valuation and returns, financial forecast and impact of leverage (PLO 2, C2).
 4. Evaluate a firm's opportunities using capital budgeting analysis, including preparing cash flows, calculating cost of capital and applying various finance tools (PLO 2, C2).
 5. Formulate financial decisions based upon ethical values (PLO 4).
 6. Collaborate effectively in teams to solve complex finance problems (PLO 5).
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Program Learning Outcomes

The student who successfully completes Bachelor of Business Administration will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.
 2. Critically analyze and apply business knowledge to solve complex business situations.
 3. Demonstrate effective business communication through both written and verbal means.
 4. Formulate decisions informed by ethical values.
 5. Collaborate effectively in teams.
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Institutional Learning Outcomes

1. Learning, Informed by our Faith in Christ

Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.

2. Growing, in a Christ-centered Faith Community

Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.

3. Serving, in a Context of Christian Faith

Students will serve locally and/or globally in vocational and social settings.

Required Texts and Recommended Study Resources

- *Financial Management: Principles and Applications*, Titman, Keown, Martin, 13th edition, Pearson, ©2018 (ISBN-13#: 9780134417219)
- Personal Computer with Microsoft Excel

Note: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law. All supplemental materials posted on this course site (including articles, b



Course Credit Hour Information

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

Assessment and Grading

Students will be evaluated on the following graded events:

Course Assignments		
Graded Events	Description	Points
Homework	Homework assignments will primarily consist of problems from the end of each chapter and problems provided by the instructor. All homework assignments must be turned in (via Canvas) before class. Late homework will not be accepted as we will review all assignments in class the date they are due. Submit only your own original work for homework. While working together on homework assignments is encouraged, you cannot share homework (Microsoft Excel) files and must submit your own work (see academic integrity section below). Homework must be prepared using Microsoft Excel and submitted through Canvas. Homework must include all work and supporting calculations in Excel for credit.	260
Quizzes	Quizzes will be given during the semester and will consist of multiple choice and true/false questions based primarily on finance terms, concepts and terminology included in the textbook and lectures. The quiz for a particular chapter is due to be completed prior to the discussion of that chapter during the class session. This is to encourage your reading of the chapter material prior to the class session so that you are prepared for the discussion and application of the chapter material. No makeup quizzes will be issued if one is missed; however, your lowest grade on the quizzes will be dropped from your final grade score. (12 @ 15 points each)	180
Mid-term Exams	Every student is to be present for all exams and the final exam at the scheduled times. Students should not share their Excel files with other students as each student must create their own spreadsheets. No makeup exams will be given without PRIOR permission. The professor will provide a makeup exam only for absences officially excused by the university	300



	provost or for emergencies completely beyond a student's control, such as a documented illness or injury. You must coordinate any conflict with one of these exams with the professor as soon as you discover it, preferably not later than 48 hours prior to the exam. (2 @ 150 points each)	
Final Exam	The final exam will be comprehensive. See Mid-term Exam policies above.	260
	Total Points Available	1,000

Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

Grading Scale

The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 – 89% = B+
- 83 – 86% = B
- 80 – 82% = B-
- 77 – 79% = C+
- *73 – 76% = C
- 70 – 72% = C-
- 67 – 69% = D+
- 63 – 66% = D
- 62 – 60% = D-
- Below 60% = F

Incompletes and Late Assignments

All assignments are to be submitted by the due dates. There will be a 10% reduction of possible points for **each day** an assignment is late, and assignments will **not be** accepted for credit four days after the due date. If missing assignments result in the failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. Assignments will be considered late if posted after the due date and time using Pacific Standard Time. No assignments will be accepted after midnight on Sunday night, the last day of class.

Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

Incompletes will only be assigned in extremely unusual circumstances.

PLNU Spiritual Care

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. We have onsite chaplains at our different campuses who may be available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with our chaplains, you can find them at the [Chaplain's Page via myPLNU](https://my.pointloma.edu/pages/chaplains). (<https://my.pointloma.edu/pages/chaplains>)



In addition, the Mission Valley and Balboa campuses have a prayer chapel for use as a space set apart for quiet reflection and prayer.

In addition, on the MV campus, there is a prayer chapel on the third floor, which is open for use as a space set apart for quiet reflection and prayer.

State Authorization

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization \(https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures\)](https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures) to view which states allow online (distance education) outside of California.

PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when, in reality, they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination or, depending on the seriousness of the offense, for the course.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General Policies](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text) [↗\(https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text\)](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

Artificial Intelligence (AI) Policy



You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive, so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at www.pointloma.edu/bias (<http://www.pointloma.edu/bias>).

Sexual Misconduct and Discrimination

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the [Title IX Office](https://www.pointloma.edu/title-ix) (<https://www.pointloma.edu/title-ix>). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias



PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/)  (<https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/>) for additional details.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student's enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Note: For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
 1. Synchronous Courses: At least one class meeting takes place at a designated time.
 2. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

Use of Technology



In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements \(https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349\)](https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

GPS Academic Resources

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center \(https://my.pointloma.edu/pages/writing-center-gps\)](https://my.pointloma.edu/pages/writing-center-gps) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
- [Research Help Guide \(https://my.pointloma.edu/pages/research-help\)](https://my.pointloma.edu/pages/research-help) to help you start your research
 - The physical office is located on the third floor of the [Mission Valley Regional Center \(https://maps.app.goo.gl/CRXui8PJUnSkvokC9\)](https://maps.app.goo.gl/CRXui8PJUnSkvokC9) off the student lounge
- [Academic Writing Resources Course \(https://canvas.pointloma.edu/courses/64301\)](https://canvas.pointloma.edu/courses/64301): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through \(https://youtu.be/JB8MmVPznFI\)](https://youtu.be/JB8MmVPznFI) and take time now to explore!
- [Grammarly \(https://www.grammarly.com/edu/point-loma-nazarene-university-graduate-professional-studies\)](https://www.grammarly.com/edu/point-loma-nazarene-university-graduate-professional-studies): Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- [Tutoring \(https://my.pointloma.edu/pages/tutoring-gps\)](https://my.pointloma.edu/pages/tutoring-gps): Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

Assignments-at-a-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.

Course Summary:

Date	Details	Due
Tue May 12, 2026	 Syllabus Bonus Quiz (https://canvas.pointloma.edu/courses/86392/assignments/1305235) 	due by 6pm
Fri May 22, 2026	 Quiz - Chapter 1 (https://canvas.pointloma.edu/courses/86392/assignments/1305234) 	due by 6pm
Fri May 29, 2026	 HW - Chapter 1 (https://canvas.pointloma.edu/courses/86392/assignments/1305249) 	due by 11:00pm



Date	Details	Due
Fri Jun 5, 2026	 Quiz - Chapter 4 https://canvas.pointloma.edu/courses/86392/assignments/1305236 	due by 11:30pm
	 Excel Video #1 - Extra Credit https://canvas.pointloma.edu/courses/86392/assignments/1305245 	due by 11:30pm
	 Excel Video #2 - Extra Credit https://canvas.pointloma.edu/courses/86392/assignments/1305246 	due by 11:30pm
	 Excel Video #3 - Extra Credit https://canvas.pointloma.edu/courses/86392/assignments/1305247 	due by 11:30pm
	 HW - Chapter 3 https://canvas.pointloma.edu/courses/86392/assignments/1305257 	due by 11:30pm
	 HW - Chapter 4 https://canvas.pointloma.edu/courses/86392/assignments/1305258 	due by 11:30pm
Fri Jun 12, 2026	 Quiz - Chapter 6 https://canvas.pointloma.edu/courses/86392/assignments/1305232 	due by 11:30pm
Fri Jun 19, 2026	 HW - Chapter 5 https://canvas.pointloma.edu/courses/86392/assignments/1305259 	due by 11:30pm
	 Quiz - Chapter 3 https://canvas.pointloma.edu/courses/86392/assignments/1305238 	due by 11:30pm
	 Quiz - Chapter 5 https://canvas.pointloma.edu/courses/86392/assignments/1305242 	due by 11:30pm
	 HW - Chapter 6-a https://canvas.pointloma.edu/courses/86392/assignments/1305260 	due by 6pm
Tue Jun 23, 2026	 HW - Chapter 6-b https://canvas.pointloma.edu/courses/86392/assignments/1305261 	due by 6pm
	 Midterm Exam 1 https://canvas.pointloma.edu/courses/86392/assignments/1305264 	due by 8:45pm



Date	Details	Due
Tue Jun 30, 2026	 Chapter 8 Worksheet - Extra Credit https://canvas.pointloma.edu/courses/86392/assignments/1305243 	due by 6pm
	 HW - Chapter 8 https://canvas.pointloma.edu/courses/86392/assignments/1305262 	due by 6pm
	 Quiz - Chapter 8 https://canvas.pointloma.edu/courses/86392/assignments/1305237 	due by 6pm
	 Quiz - Chapter 9 https://canvas.pointloma.edu/courses/86392/assignments/1305230 	due by 6pm
Tue Jul 7, 2026	 HW - Chapter 9 https://canvas.pointloma.edu/courses/86392/assignments/1305263 	due by 6pm
	 Quiz - Chapter 10 https://canvas.pointloma.edu/courses/86392/assignments/1305229 	due by 6pm
	 Quiz - Chapter 11 https://canvas.pointloma.edu/courses/86392/assignments/1305227 	due by 6pm
Tue Jul 14, 2026	 HW - Chapter 10 https://canvas.pointloma.edu/courses/86392/assignments/1305250 	due by 6pm
	 Quiz - Chapter 12 https://canvas.pointloma.edu/courses/86392/assignments/1305241 	due by 6pm
Tue Jul 21, 2026	 HW - Chapter 11 https://canvas.pointloma.edu/courses/86392/assignments/1305251 	due by 6pm
Tue Jul 28, 2026	 HW - Chapter 12 https://canvas.pointloma.edu/courses/86392/assignments/1305252 	due by 6pm
	 Midterm Exam 2 https://canvas.pointloma.edu/courses/86392/assignments/1305265 	due by 8:45pm
Tue Aug 4, 2026	 Bonus Quiz - Chapter 13 https://canvas.pointloma.edu/courses/86392/assignments/1305231 	due by 6pm



Date	Details	Due
Tue Aug 11, 2026	 HW - Chapter 13 https://canvas.pointloma.edu/courses/86392/assignments/1305253 	due by 6pm
	 Quiz - Chapter 14 https://canvas.pointloma.edu/courses/86392/assignments/1305240 	due by 6pm
	 HW - Chapter 14 https://canvas.pointloma.edu/courses/86392/assignments/1305254 	due by 6pm
	 Quiz - Chapter 17 https://canvas.pointloma.edu/courses/86392/assignments/1305228 	due by 6pm
Tue Aug 18, 2026	 Quiz - Chapter 18 https://canvas.pointloma.edu/courses/86392/assignments/1305233 	due by 6pm
	 HW - Chapter 17 https://canvas.pointloma.edu/courses/86392/assignments/1305255 	due by 6pm
	 HW - Chapter 18 https://canvas.pointloma.edu/courses/86392/assignments/1305256 	due by 6pm
Tue Aug 25, 2026	 Evaluation Bonus https://canvas.pointloma.edu/courses/86392/assignments/1305244 	due by 11:59pm
	 Final Exam - In-class https://canvas.pointloma.edu/courses/86392/assignments/1305248 	due by 8:45pm
	 Academic Honesty Verification Statement https://canvas.pointloma.edu/courses/86392/assignments/1305239 	

