

BUS 3040 – Real Estate Principles and Practices

Course Syllabus – Fall 2026

General Information:

Instructor: Rob Morgan

Mobile Phone: 619-540-2859

Office Hours: By appointment

E-mail: rmorgan1@pointloma.edu
rob@trestlebuild.com

Class time/room: M/W 8:30am – 9:35am FSB 105

Course Description:

This course provides an overview of real estate principles and practices. Topics include the economics of the real estate market, ownership and transfer of property, contracts, lessor and lessee relationships, escrow and title insurance, real estate finance, appraisal methodologies, agency, government control, taxes, management and development.

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.

Course Learning Outcomes (CLOs):

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

1. Explain the key terminology used in real estate (PLO 1).
2. Exhibit an in depth understanding of the key concepts in real estate, including real estate ownership, brokerage, contracts, finance, and appraisal (PLO 1 & C1).
3. Apply real estate principles in the formulation of feasible real estate opportunities (PLO 2).
4. Present real estate analysis through effective written and verbal communication (PLO 3).
5. Collaborate as an effective team member in the analysis of real estate opportunities (PLO 5).

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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

Course Materials Required:

1. Educational Textbook Company, Inc., Huber, *California Real Estate Principles*, 17th edition, Educational Textbook Company, Inc., 2025.
ISBN: 9781626842250 (Print) 9781626842267 (Digital)
2. Adams Media, Gorey, *Home Buying 101*, Adams Media, 2022.
ISBN: 978-1-5072-1740-5

This course is part of our course material delivery program, [LomaBooks](#). The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your [LomaBooks](#) materials.

Student Evaluation:

1. Student performance will be evaluated based upon the following scale:

93 – 100	A	73 – 76	C
90 – 92	A-	70 – 72	C-
87 – 89	B+	67 – 69	D+
83 – 86	B	63 – 66	D
80 – 82	B-	60 – 62	D-
77 – 79	C+	0 – 59	F

BUS 3040 – Real Estate Principles and Practices

Course Syllabus – Fall 2026

2. Students will be graded on the following events (approximate points available):

<u>Graded Event</u>	<u>Points</u>
Class Participation / Attendance	100
Industry News Presentation	60
Quizzes (5 @ 20 points) ¹	100
Homework Assignments (7 @ 20 points)	140
Speaker Reflections (5 @ 20 points) ²	100
Home Purchase Project	200
Midterm	150
Final	<u>150</u>
Total Approximate Points Available	1,000

***Note:**

1. Quizzes total of 6, lowest score will be dropped
2. One additional Guest Speaker Reflection Paper may be completed for up to 20 points extra credit.

3. Additional information regarding evaluation:

- a. **Class Participation / Attendance:** The success of the course will be impacted by the quality of daily participation. Class participation will be based upon your contributions to classroom discussions, including participation in asking questions and discussions with guest speakers. In addition, you should be prepared to answer questions, and participate in group activities and other in-class assignments as they may arise. Class participation will also be based upon your attendance (i.e. your participation / attendance grade will be negatively impacted by any unexcused absences) – please see class policy regarding attendance below.
- b. **Industry News:** The Real Estate Industry is constantly changing and influenced by many factors. Learning to understand the state of the Industry and think critically about how current events are driving it is an important skill set to develop. Throughout the semester current articles (no less than 4 weeks old), related to recent course content, will be presented in randomly assigned groups of 2-3 to the class. The presentation should include (a) an overview of the article and issue (b) opposing sides of the issue or how it may influence the market and (c) facilitate a brief discussion with the class.
- c. **Quizzes:** Six (6) Quizzes will be given randomly throughout the year at the beginning of the class period related to the reading due that day. Reading a chapter prior to class will provide you with an opportunity to better understand the content, contribute to class discussions, and perform better on the Quizzes. The top (5) scores of all Quizzes will be used for grading purposes. There will be no make-up Quizzes.
- d. **Homework Assignments:** Seven (7) Homework Assignments will be due per the Tentative Schedule below. Instructions for each assignment will be posted on Canvas and will generally be posted at least 1 week prior to its due date.
- e. **Guest Speaker Reflection Papers:** A total of five (5) Guest Speaker Reflection Papers are required – one additional paper may be completed for extra credit. Papers should address the following for each guest speaker: (a) the speaker's background in a brief bullet point format (this should be 1/3 or less of the Reflection), (b) at least 3 key points made by the speaker and how each either: (1) relates to what you have learned in class or (2) relates to you personally. Papers are due at the beginning of class within 2 weeks of the guest speaker date. Please provide your word count at the top of your paper which should only include items related to the response and be between 300-500 words for full credit.
- f. **Home Purchase Project:** This project involves selecting a potential home to purchase and analyzing the economics and tax benefits of doing so. It is to be completed individually. Details regarding the Project will follow and be posted on Canvas.
- g. **Exams:** Exams will consist of both multiple choice and essay questions. Every student must be present for the mid-term exam and the final exam at the scheduled times. **No makeup exams will be given without PRIOR permission.** Makeup exams are provided only for absences officially excused by the university 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 me as soon as you discover it, preferably not later than 48 hours prior to the exam. Please note that successful completion of this class requires taking the final examination on its scheduled day. The final examination date and time is posted in the PLNU Portal and on this syllabus below. No requests for early examinations or alternative days will be approved.
- h. **Assignment Submittal:** All assignments are to be submitted/turned in through Canvas prior to the beginning of the class session of the due date listed. Late Assignments will not receive any credit.

BUS 3040 – Real Estate Principles and Practices

Course Syllabus – Fall 2026

Class Policies:

1. **PLNU Academic Behavior Policy:** Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the [Academic Behavior Policy](#) in the [University Catalog](#).
2. **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.
3. **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.
4. **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 [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.
5. **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, [by email](#) or phone at 619-849-2533. 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 approved accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their approved accommodations in that particular course. Accommodations are not retroactive; as such, 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-related need should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. In accordance with ADA, accommodations cannot constitute a fundamental alteration to course outcomes; therefore, planning ahead is vital in establishing appropriate accommodations for equal access to this course. 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 eligibility 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 accommodations.

6. **PLNU Attendance and Participation Policy:** Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive an "F" grade.

PLNU Course Modality Definitions*

1. Online Courses: These are courses with class meetings where all instruction and interaction is fully online.
 - a. Synchronous Courses: At least one class meeting takes place at a designated time.
 - b. 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).

BUS 3040 – Real Estate Principles and Practices

Course Syllabus – Fall 2026

In some courses, a portion of the credit hour content will be delivered asynchronously and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog.

Asynchronous Attendance/Participation Definition: A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

7. **Use of Technology:** In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) 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.

8. **Artificial Intelligence (AI) Policy:** You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro, GrammarlyGo, Perplexity, etc.) to generate ideas, as a learning tool, or in some cases generate portions of work you will submit. I will specify in individual assignments what constitutes appropriate use of AI for that assignment. Please use this [Purdue resource](#) to guide your citations when using AI.
9. **Final Examination Policy:** Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.
10. **Schedule and Other Changes:** The information in this syllabus is subject to change. Any such changes will be announced in class and / or communicated via Canvas or e-mail.
11. **Canvas and e-mail:** Assignments, announcements, changes to this syllabus and other communication from the instructor, from time to time, may be made via Canvas and/or the student's e-mail address. Students are required to review their Canvas and e-mail daily.
12. **Mobile phones:** The use of mobile phones, including phone calls, texting or any other purposes, is not allowed during class meetings or examinations. **Please always keep mobile phones turned-off and out of sight.**
13. **Video or audio recording during class:** No video or audio recording of the instructor or guest speakers is allowed in class (including any live online forums or in person) under any circumstances without the explicit written permission of the instructor and/or guest speaker.
14. **Dropping the Course:** It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may easily result in a grade of F on the official transcript.

BUS 3040 – Real Estate Principles and Practices

Course Syllabus – Fall 2026

15. Tentative Schedule:

WEEK	DATE	READING		TOPIC	ASSIGNMENT
		TEXTBOOK	HOME BUYING 101		
1	8/31 9/1	CH 1	CH 1	Course Introduction Introduction to Real Estate / Why Invest?	Course Intro Assignment
2	9/7 9/9		CH 6 & CH 7	Labor Day – No Class Location & Home Search Process	
3	9/14 9/16	CH 2		Estates, Transfers, and Titles Flex	Real Estate Website Review
4	9/21 9/23	CH 3	CH 5	Encumbrances Assembling Your Team	
5	9/28 9/30	CH 4 CH 15		Real Estate Agency Licensing, Education, Assoc.	
6	10/5 10/7	CH 5		Real Property Disclosures and Advisories Flex	
7	10/12 10/14	CH 6		Real Estate Contracts Midterm	
8	10/19 10/21	CH 14	CH 8	Taxation of Real Estate Real Estate Negotiation	
9	10/26 10/28	CH 9	CH 2 & CH 3	Real Estate Finance Personal Finance	Credit Report
10	11/2 11/4	CH 10	CH 4	Financial Institutions Home Loans	
11	11/9 11/11	CH 11 CH 12		Appraisal Basics Appraisal Methods	
12	11/16 11/18	CH 8	CH 9	Escrows and Title Insurance Closing Real Estate Transactions	Title Review
13	11/23 11/25	CH 13		Subdivisions and Governmental Control Thanksgiving Break – No Class	
14	11/30 12/2	CH 7	CH 10	Property Management (Landlord & Tenant) Moving, Renovations, and Homeownership	Home Purchase Project
15	12/7 12/9			Commercial Real Estate Final Review	Commercial RE Proforma
16	Wed 12/17 7:30–10am	Comprehensive		Final Exam	Course Reflection