

AP Business with Personal Finance

Credit: (1 cr. - Full Year)

Course Description:

AP Business with Personal Finance is an introductory, college-level business and personal finance course. Students explore the business disciplines of entrepreneurship, marketing, finance, accounting, and management through real-world business application, case studies, and project-based learning. The course is designed to be the equivalent of a one-semester college introduction to business course and a one-semester college personal finance course.

Prerequisites:

- None

Standards Assessed:

Throughout the course, students develop and apply several key categories of business, professional, and leadership skills:

- Concept Application: Explain business and personal finance concepts, principles, and strategies, and apply them to scenarios.
- Entrepreneurship: Identify a market opportunity and develop and test a product idea designed to address the opportunity.
- Decision Making: Describe opportunities or problems and recommend courses of action to address them.
- Communication: Create authentic communications appropriate for a specific audience and purpose.
- Collaboration: Work collaboratively with and lead others to accomplish a goal or task.

Topic Outline:

1st Semester:

- Unit 1: Businesses, Competition, and New Ideas
- Unit 2: Marketing
- Unit 3 (Part 1): Personal Saving and Borrowing

2nd Semester:

- Unit 3 (Part 2): Business Finance and Accounting
- Unit 4: Management and Strategy
- Unit 5: Personal Goals, Budgeting, and Investing