

At-A-Glance: AP[®] Business with Personal Finance

Course Units

Title	Description
Unit 1: Business Competition, New Ideas	Introduces concepts and vocabulary, supported by case studies.
Unit 2: Marketing	Focuses on how entrepreneurs and business leaders share their ideas with the world.
Unit 3: The Finance Unit	Part 1: Personal Saving and Borrowing: Covers the personal finance aspect of the course.
	Part 2: Business, Finance, and Accounting: Allows students to view financial concepts from the perspective of an individual/household and an entire business. This unit contains the most math, but nothing more advanced than pre-algebra.
Unit 4: Management and Strategy	Focuses on different types of management systems and strategic visions.
Unit 5: Personal Goals, Budgeting, and Investing	This second personal finance-oriented unit is typically taught after the AP [®] exam and is not tested on the exam.

AP[®] Exam Structure

Important Note: The exam covers Units 1 through 4 only.

Question Type	Number of Questions	Time Allotment	% of Total Exam Score	Description
Multiple Choice	60	70 minutes	60%	Fully stimulus-based, meaning questions (2 to 4 per set) are tied to a table, chart, data summary, or passage excerpt
Free Response, Part A: Exam Day Validation Question	1	25 minutes	15%	Ties back to the year-long Business Canvas project, potentially asking students to explain their business pitch.
Free Response, Part B	3 Total Questions	Combined with Part A	25% (Combined)	Question #1: Personal Finance Oriented Personal Finance Oriented, tests concepts like Unit 3, Part A.
				Question #2: Business Concept Application Business Concept Application, requires expanding on a course idea (e.g., net profits, strategy, management, or marketing) using evidence.
				Question #3: Business Decision Business Decision provides a mini case study where students must make and justify a decision (A or B).

Project-Based Learning (PBL) Focus

The emphasis on PBL makes AP[®] Business unique. The AP[®] Course also requires students to do a Business Canvas Project, which is based on the Business Canvas Model.

- **The Business Canvas:** A year-long project where students, individually or in groups of up to three, develop and test their own business idea.
 - **"Main Course," not "Dessert":** In AP[®] Business, the project is the "main course" and not something completed after the learning has taken place.
- **Spiral Learning:** Students develop their ideas *throughout* the course, applying concepts from each unit by conducting tasks like field testing, collecting data, projecting financial statements, and editing their vision.

Field Testing Insight!

Students in the field test put their own lives and experiences into the project, leading to diverse, niche business ideas. For example, many of Luiz's students focused on marine-oriented industries because they are based near Fort Lauderdale. The project helps students realize they can start a business that generates net profits, even if it's not the "next Google".

Teaching Strategies for Cases

The course is highly case-based, offering an engaging way to put students in the "driver's seat" for decision-making.

- **Long cases:** Students can read longer cases at home at their own pace and complete a worksheet. Shorter cases can be read in class.
- **Class Discussion:** Write down almost every student comment on the board to acknowledge contributions and help generate new ideas.
- **Controversial Issues:** Explore the pros and cons to maintain balance, conduct cost-benefit analysis, and keep your position as the teacher neutral.
- **Debate and Application:** Encourage a friendly debate and ask students to apply course content (concepts, motivations) to the decision-making.
- **Stumped Students:** Use "think-pair-share" (discussing with a neighbor before sharing with the class) to get the conversation started in a low-stakes situation.
- **Silence is Golden:** When a hard question is met with silence, avoid jumping in too quickly. Sometimes the "awkward silence" is motivating.

Set Students Up for Success

Here are some things that can help your students truly understand course content and tackle this AP® course with confidence.

- **Accessibility & Pacing:** Unlike AP® Economics, which is often a fast-paced, semester-long course, AP® Business is intended to be a full-year course, allowing a "friendlier" pace for project-based learning, intensive reading, and discussion. This course has no prerequisites, making it accessible and a great contender to be a student's first AP® course.
- **Modular Learning:** Break down content into smaller content chunks for focused and manageable coverage. This will help the information stick in students' minds, and prevent students from becoming overwhelmed.
- **Case Studies:** Infuse real-world cases with recognizable businesses so students can see concepts in practice.
- **Practice! Review! Practice!** Consistent, low-stakes assessment reinforces learned content. Offer both multiple-choice and free-response practice problems, available in AP® Classroom or in BFW's Achieve.

Presented By:



Dave Anderson

- Paul G. Blazer Professor of Business and Economics at Centre College (KY)
- Served on the national advisory board for the AP® Business course
- Past chief reader for AP® Microeconomics and AP® Macroeconomics
- Co-author of *Business with Personal Finance for the AP® Course* and *Krugman's Economics for the AP® Course*



Luiz Bravim

- Field-tested the course for two years at Cardinal Gibbons High School (FL)
- Consultant for AP® Business with Personal Finance, AP® World History, and AP® European History
- Wrote curricular materials and is the teacher's edition author for *Business with Personal Finance for the AP® Course*



BFW Publishers has developed the first program specifically for the course, which includes a student edition that aligns with the College Board's CED and a full teacher resource suite, including an annotated teacher's edition, online teacher resource materials, and a test bank.

Prepare students to confidently navigate the real world with the first program fully aligned to the AP® Business with Personal Finance framework!

Learn more at bfwpub.com/business