



Business with Personal Finance

Course at a Glance

Plan

The course at a glance provides a useful visual organization of the AP Business with Personal Finance components, including:

- Sequence of units, along with approximate weighting and suggested pacing. Please note, pacing is based on 45-minute class periods, meeting five days each week for a full academic year.
- Progression of topics within each unit.

Teach

COURSE SKILLS

Business Skills

- 1

Concept Application
- 2

Entrepreneurship

Professional and Leadership Skills

- 3

Decision Making
- 4

Communication
- 5

Collaboration

Assess

At the end of each topic and unit, assess students' understanding of the content and skills and provide them with actionable feedback.

UNIT 1

Businesses, Competition, and New Ideas

~37 CLASS PERIODS
20–30% AP EXAM WEIGHTING

Topic	Business Case
1.1 What Is a Business?	Bombas
1.2 Markets and Competitive Advantage	Incredible Health
1.3 PESTEL Factors and the Business Environment	Corley Plumbing
1.4 How Do Business Ideas Originate?	Malama ia Floral Design
1.5 Vision	Beekeeper's Daughter
1.6 Business Ethics	
1.7 Organization, Roles, and Responsibilities	
1.8 Supply Chains	Pearson 1860

UNIT 2

Marketing

~34 CLASS PERIODS
20–30% AP EXAM WEIGHTING

Topic	Business Case
2.1 Marketing to Customers	Token of Trust
2.2 Consumer Behavior	Gong cha
2.3 Market Research	New Coke
2.4 Product	sigg'i's
2.5 Price	Sega
2.6 Place and Channels	Stanley
2.7 Promotion and Marketing Communications	Hesitia Construction

UNIT 3

PART 1

Personal Saving and Borrowing

~35 CLASS PERIODS
25–35% AP EXAM WEIGHTING

Topic	Business Case
3.1 Saving for Future Purchases	
3.2 Borrowing, Credit, and Debt	

UNIT 3

PART 2

Business Finance and Accounting

Topic	Business Case
3.3 Accounting and Financial Management	
3.4 Business Expenses	DK Coffee Lab, Part 1
3.5 Financial Capital	DK Coffee Lab, Part 2
3.6 The Income Statement	Hershey
3.7 The Balance Sheet and Net Worth	DCH DK Coffee Lab, Part 3
3.8 The Cash Flow Statement	AANE
3.9 Ethics and Financial Reporting	Yardley

UNIT 4

Management and Strategy

~30 CLASS PERIODS
15–20% AP EXAM WEIGHTING

Topic	Business Case
4.1 Management and Leadership	Assort Health Canva
4.2 Evaluating Performance Using KPIs	BREAUX Capital
4.3 Strategy and Decision Making	ExpressionMed
4.4 Strategic Frameworks: Porter's Five Forces and SWOT Analysis	Crepes & Waffles Square Meal Feeds

UNIT 5

Personal Goals, Budgeting, and Investing

~24 CLASS PERIODS
+20 CLASS PERIODS FOR ADDITIONAL PERSONAL FINANCE COVERAGE

Topic	Business Case
5.1 Taxes, Net Income, and Budgeting	
5.2 Managing Personal Risk	
5.3 Saving and Investing for Education, Housing, and Retirement Goals	