



AP Business Principles

PREPARING ALL STUDENTS FOR CAREERS IN BUSINESS

Course Overview

AP[®] Business Principles is an engaging introductory course for any student interested in a business major or career. The course exposes students to the fields of marketing, finance, accounting, and strategy through case analysis of both small and large businesses. In addition, students engage in an entrepreneurial project of their choosing.

Course Design Principles

- Students gain a deep understanding of the field of business, the role of business in society, and how businesses create value by meeting customers' needs.
- 6 business lenses sit at the center of the course experience: the customer lens, the product lens, the market lens, the organizational lens, the operational lens, and the financial lens. Through consistent practice, students use business lenses to continually explore business successes and areas for improvement.
- Course concepts are applied to real business cases to build relevance and understanding of business decision making.
- Students apply their learning to a business idea of their choosing and produce a project with an emphasis on reflection and the iterative process.

Instructional Flexibility

AP Business Principles preserves space for teachers to tailor the course to their local contexts. There is discretionary time built into the full-year course for the entrepreneurship project, business case analysis, formative assessment, and exam practice. Additionally, the course thoughtfully offers opportunities to teach personal finance topics during or at the end of the course based on local discretion and need.



How It Was Created

In partnership with colleges, universities, high schools, and disciplinary organizations, the AP Program started research and design for an engaging, college-level introduction to business principles in 2021. Since then, more than 400 higher education faculty members have provided insight on course content and skills through surveys, focus groups, and one-on-one conversations.



Taking an evidence-based approach, the program team has also surveyed over 10,000 high school teachers, reviewed over 100 high school syllabi, and conducted focus groups with hundreds of high school teachers to understand the high school business course landscape.

Course Road Map

AP Business Principles is in its early stages of research, design, and development.

TIMELINE

- **2019-22:** Conducted content research with over 10,000 high school teachers and 400 higher education faculty.
- **2023-24:** Developed components of the initial course design, including the course topic list. Conducted a National Advisory Board meeting with over 50 higher education faculty.
- **2024-25:** Conduct field tests to gather initial feedback on the provisional course framework, including scope and pacing and key course elements.
- **2025-26:** Implement initial pilot of the provisional course framework, including scope and pacing and key course elements at a handful of schools.
- **2026-27:** Scale pilot to hundreds of schools nationwide.
- **2027 provisional course launch:** AP Business Principles is available to any school that meets professional learning and curricular requirements.

How to Get Involved

High school educators and college faculty are encouraged to get involved in AP Business Principles by:

- Developing instructional and/or assessment materials; professional learning materials; and business cases, scenarios, and situations.
- Participating in field testing and feedback cycles for elements of the course, such as specific units, business cases, and exam materials.
- Reviewing proposed course topics and materials for accuracy.

Complete Interest Form at
cb.org/APBPInterest

