



AP[®]

AP Business Principles/ Personal Finance

PREPARING ALL STUDENTS FOR CAREERS IN BUSINESS



Course Overview

College Board is developing career-focused Advanced Placement[®] (AP[®]) courses, as part of the new Career Kickstart[™] series, that will provide more students with opportunities to receive college credit, earn industry-recognized credentials, and boost their GPA.

AP Business Principles/Personal Finance is the latest course in development designed to prepare students for higher-level business courses in college and help them build workforce-ready skills for successful business careers.

The course introduces students to the fields of marketing, finance, accounting, and management through real-world business scenarios and case studies. Students also learn essential personal finance concepts to enhance their understanding of business topics and individual financial decision making.

Course Design Principles

During this course, students will:

- Gain a deep understanding of the field of business and its role in society.
- Master business concepts through real-world business scenarios and case studies.
- Discover how businesses create value and earn profits by meeting customers' needs.
- Learn personal finance concepts to enhance business knowledge and financial decision making skills.
- Apply course concepts and practice decision making skills during an entrepreneurial project.



Course Road Map

TIMELINE

- **2019-22:** Surveyed over 15,000 high school teachers on their interest in adding the course.
- **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 with a small group of teachers to gather initial feedback on the provisional course framework, and teacher engagement and preparedness.
- **2025-26:** Continue field tests with a larger group of teachers to gather feedback on the Project Based Learning Guides, student engagement, and teacher preparedness. Engage employers, career and technical student organizations, and trade associations to provide feedback on the course.
- **2026-27:** Soft course and exam launch: AP Business Principles/Personal Finance available to approximately 800 schools that meet the professional learning and curricular requirements.
- **2027-28:** Course and exam launch: AP Business Principles/Personal Finance available to any school that meets professional learning and curricular requirements.

How to Get Involved

We're developing AP Business Principles/Personal Finance in partnership with colleges, universities, high schools, career and technical student organizations, and trade organizations. Get involved by:

- Developing instructional and/or assessment materials, professional learning materials, business cases, and scenarios.
- Testing and providing feedback on instructional resources and professional learning materials.
- Attending professional learning sessions and providing feedback.

Complete Interest Form at
cb.org/APBPInterest

