

AP Career Kickstart

AP Business with Personal Finance: What Families Need to Know



Your student has the opportunity to take AP[®] Business with Personal Finance, a course that connects classroom learning to career fields and money skills and offers the chance to earn an employer-endorsed credential.

What Is AP Business with Personal Finance?

AP Business with Personal Finance is a yearlong Advanced Placement[®] course. Your student will learn business fundamentals, entrepreneurship, marketing, finance, accounting, and management, alongside practical personal finance skills like budgeting, saving, investing, and planning for the future. It's college-level coursework taught in high school.

What Can My Student Earn from This Course?

Your student can earn four things: college credit, advanced placement, or both with a qualifying AP Exam score; an employer-endorsed credential with that same qualifying score; and financial planning skills your student can use for life.

Is This Course Right for My Student?

This course is designed for broad access, like the other AP Career Kickstart[™] courses; no prior business experience required. It's a good fit for students interested in business, entrepreneurship, or finance; students planning to study business in college; and students seeking the benefits of AP, including boosts to their high school GPA.

Will This Help My Student in College?

Yes, in two ways. First, a qualifying AP Exam score could earn college credit or advanced placement, depending on the college, which can save tuition dollars and help your student move past introductory coursework. Second, the personal finance skills in the course—budgeting, managing credit, investing, and planning for goals—are life skills that benefit every student in college, career, and beyond.

Course Highlights

- Uses project based learning where students develop a business idea of their own and advise a fictional household on its finances
- Developed with college faculty and industry experts, with support from the U.S. Chamber of Commerce and endorsed by the Council for Economic Education and the Jump\$tart Coalition
- Aligns with the National Standards for Personal Financial Education
- Can fit into a career and technical education (CTE) program of study or be offered as a standalone elective

Talk to your student's school counselor to sign up. Ask about AP Business with Personal Finance during the next course selection conversation.



Invite students to visit
[cb.org/explore-AP](https://collegeboard.org/explore-AP)
to tell us they're interested.