



AP Business with Personal Finance

Discover how businesses grow and compete, and build the financial skills that shape your future.



- Why do some businesses take off while others fail?
- What makes a product stand out in a competitive market?
- How do people manage their money, credit, and debt wisely?
- What tools measure and report a business's financial health?
- How do businesses track money, measure performance, and decide what to do next?
- What financial decisions can help people reach their goals?

In AP[®] Business with Personal Finance, you'll explore questions like these through case studies, projects, market research, entrepreneurship, and financial decision making.



What You'll Explore

- How businesses identify customer needs and opportunities
- Marketing, branding, and consumer behavior
- Personal saving and borrowing
- Finance and accounting
- Leadership, management, and business strategy
- Personal budgeting, investing, and financial planning



This Class Is About Starting a Business and Managing Money

You'll analyze real businesses, explore entrepreneurship, study financial decisions, and create solutions to real-world business problems. AP Business with Personal Finance includes collaborative projects, case studies, presentations, market research, and practical financial planning.



Why Students Take AP Business with Personal Finance

Because it presents entrepreneurship, finance, marketing, management, and leadership in a hands-on, real-world way. And because it helps students think like business leaders, solve real business challenges, and build confidence to make financial and business decisions that connect to college, careers, and everyday life.



Benefits of AP Business with Personal Finance

- Explore topics connected to entrepreneurship, marketing, finance, management, and personal financial planning
- Build critical thinking and analytical skills
- Experience college-level business and personal finance
- Discover interests that connect to future careers and college pathways



Bonus

You also have the opportunity to earn college credit, advanced placement, and an employer-endorsed credential while still in high school.

Think You Might Be Interested?



Talk with your business teacher or counselor about AP Business with Personal Finance. You might end up seeing a business opportunity in the real world—understanding exactly how to make it work.



Learn More



Tell Us You're Interested