Introducing AP Business Principles
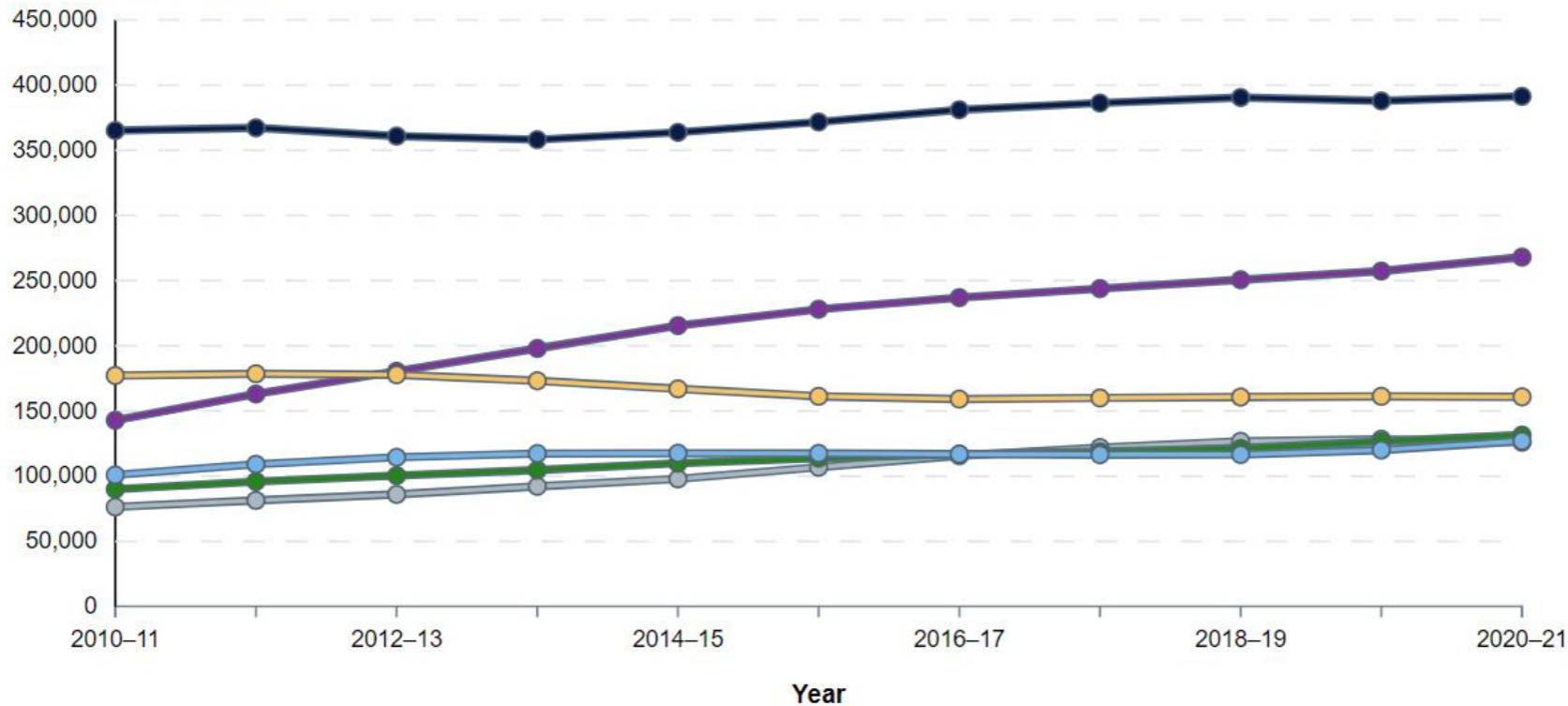
A new course under consideration

AP

Why pursue an AP Business Principles course?

Business majors are among the most popular undergraduate degrees in the U.S. and can lead to high-demand careers.
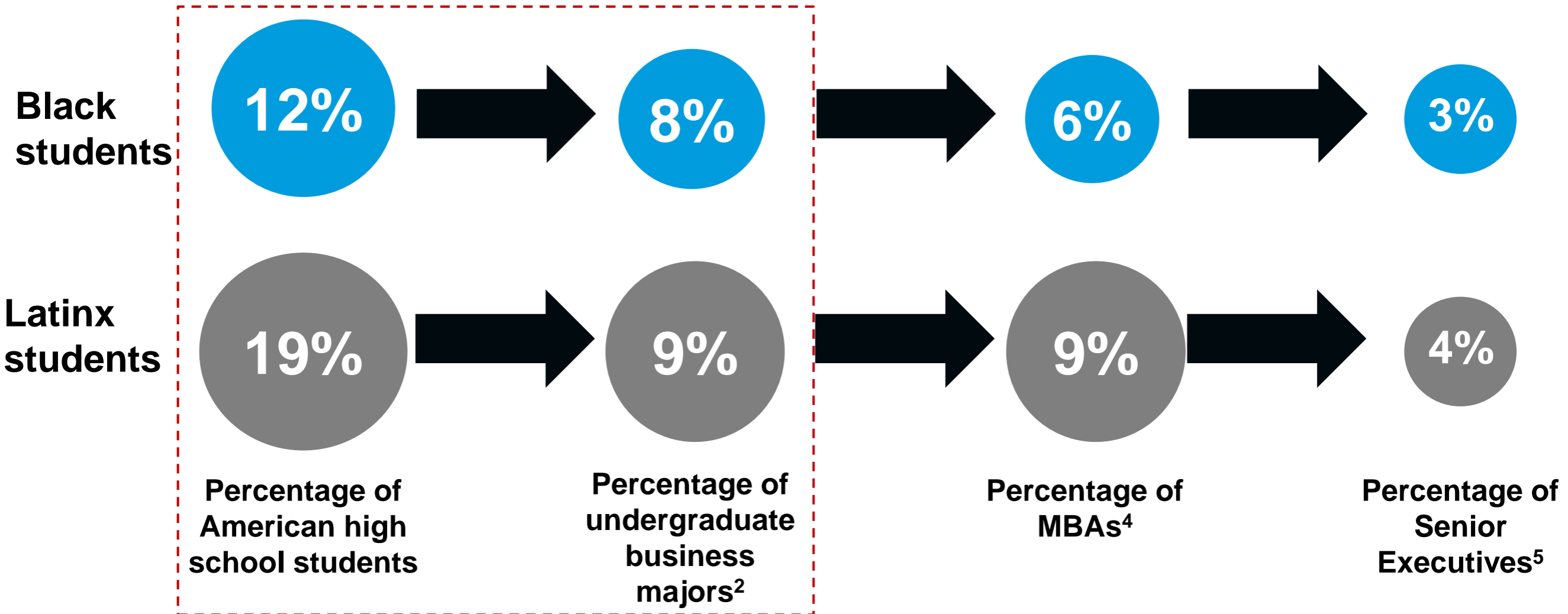
Number of bachelor's degrees conferred by degree-granting postsecondary institutions in selected fields of study: Academic years 2010–11 through 2020–21

~400K Business degrees, or ~20%

Legend:
- Business[1]
- Health professions and related programs
- Social sciences and history
- Engineering
- Biological and biomedical sciences
- Psychology

AP

Since **Black and Hispanic** students are less likely to pursue business degrees, they are significantly underrepresented in executive-level positions.

Black students

12% → 8% → 6% → 3%

Latinx students

19% → 9% → 9% → 4%

Percentage of American high school students

Percentage of undergraduate business majors[2]

Percentage of MBAs[4]
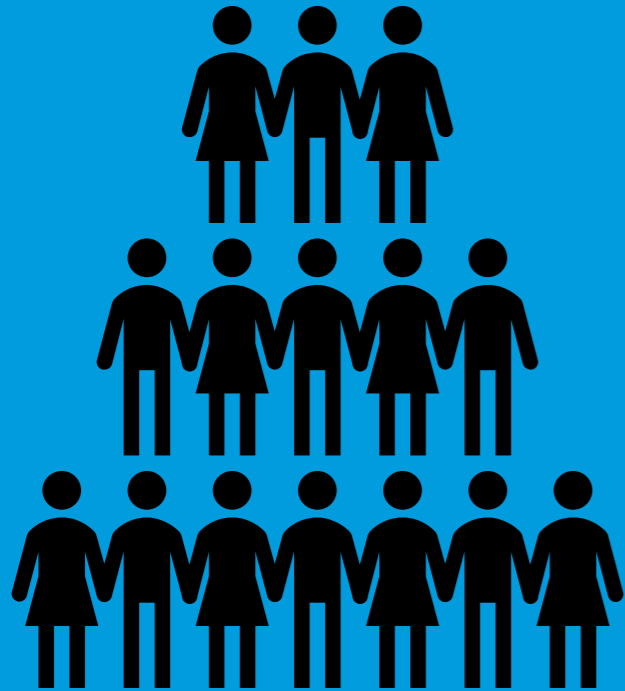
Percentage of Senior Executives[5]

Through an engaging, full-year course that parallels the content and rigor of introductory, college-level business coursework, AP Business Principles is designed to prepare a diverse group of students for business careers, while also giving them the college credit and placement benefits of AP.

Evidence for Course Consideration

AP Business Principles: Evidence Base

More than **400** higher education faculty members have provided insight on course content and skills through surveys, focus groups, one-on-one conversations, and participation in the Advisory Board and Writing Team since the research and design work began in 2021.

AP Business Principles: Evidence Base

- Surveyed over 10,000 high school teachers about details of a high school business course and hundreds of high school teachers in specific focus groups
- Reviewed over 40 high school syllabi to understand current offerings
- Reviewed high school business offerings to understand landscape of available business courses
- Reviewed the most widely used business college textbooks ensure alignment with college-level content

Provisional Course Design

Provisional Course Description

AP Business Principles is designed to prepare a diverse group of students for careers in business and to improve readiness for subsequent courses in **Marketing**, **Finance**, **Accounting**, and **Entrepreneurship**. In the course, students explore how businesses operate and the role of business in society, and they apply their learning through case studies and a through-course business canvas project of their choosing.
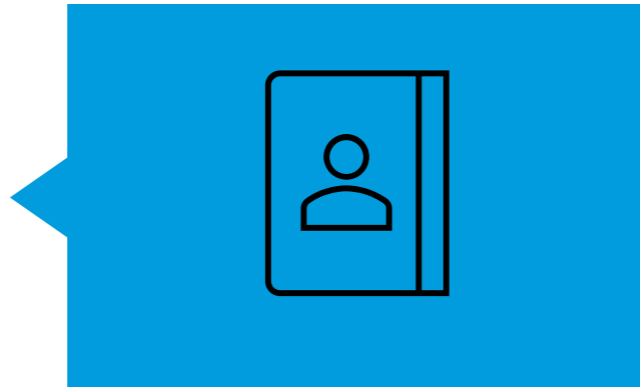
Course Design Principles

Students gain a deep understanding of the field of business, the role of business in society, and how businesses create value and earn profits by meeting customers' needs.

Students apply their learning to a business idea of their choosing and produce a business canvas with an emphasis on reflection and the iterative process.

Course concepts are applied to real business cases and caselets, to build relevance and understanding of business decision making.
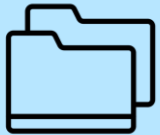
Course content emphasizes depth over breadth to maximize student success in future college courses. (Schwartz *et al*., 2008)
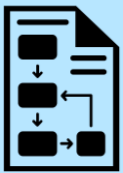
Provisional Course Features

Strong preparation for the core business disciplines (e.g., marketing, finance, entrepreneurship) that students encounter in any business major.

Practice with relevant business case studies (real-world examples) drawing on a diverse array of entrepreneurs and businesses.
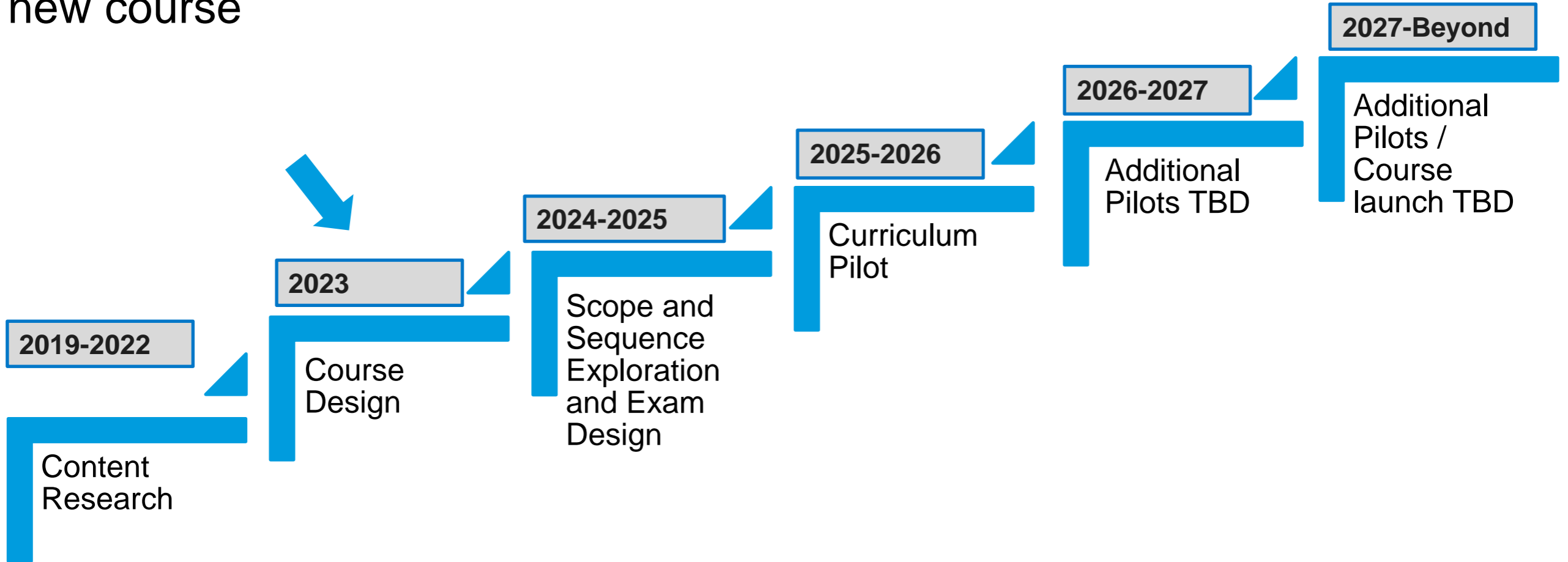
Development of an entrepreneurial business idea of the student's own choosing.

Looking Ahead

Course roadmap

Early stages of a multi-year effort of designing, validating and piloting a new course

2019-2022
Content Research

2023
Course Design

2024-2025
Scope and Sequence Exploration and Exam Design

2025-2026
Curriculum Pilot

2026-2027
Additional Pilots TBD

2027-Beyond
Additional Pilots / Course launch TBD

Invitation for Involvement: 2024 and Beyond

There are a different ways you can get involved as a high school educator or higher education faculty...

- Developing/authoring **instructional** materials for the AP Business Principles course
- Developing/authoring **assessment** materials for the AP Business Principles course
- Developing/authoring materials for AP Business Principles **teacher training**
- Developing/authoring business cases, scenarios, and situations
- Participant in testing elements of the AP Business Principles course, such as single unit
- Participant in AP Business Principles course pilots
- Participant in AP Business Principles exam pilots
- Participant in future AP Business Principles conferences
- Content accuracy reviewer for proposed course topics and course materials

Please complete the following form if you are interested in learning more https://app.smartsheet.com/b/form/95c826232765436dadc021f0fde4223c