

BUSINESS EDUCATION WITH *Denise Leigh*

AP[®] Business with Personal Finance

UNIT 2: Marketing

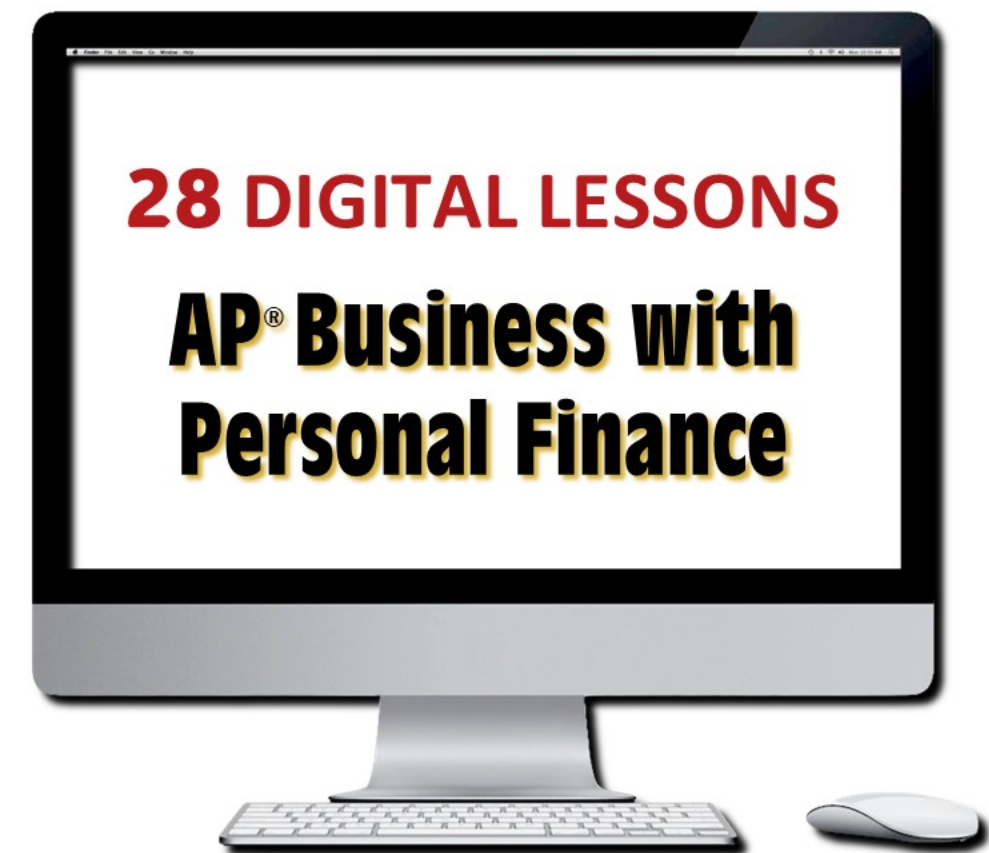
AP[®] Standards-Aligned

6-8 weeks of AP[®] Business lessons!

NO PREP!

NO GUESS WORK!

SAVES YOU TIME!



Not Affiliated with, Endorsed by, or Approved by College Board

Frequently Asked Questions:

Q: Why do I need this AP[®] Unit? I thought College Board was providing all the materials?

A: College Board is just providing the framework, case studies, and the two required projects. I am providing you with the daily lessons to teach the business and personal finance concepts.

Q: Are these lessons PowerPoints with guided notes?

A: No, my AP[®] course is not death by PowerPoint! These are interactive lessons that you can use multiple ways. Yes, you can present them using teacher-led instruction, if you choose. You can also use them for independent work and/or student-led instruction. Students respond right in the slides using their critical thinking and analytical skills.

AP[®] Business w/ Personal Finance – Unit 2

Aligned to the NEW 2026-27 College Board AP[®] Standards

What Do You Get?

- ✓ **28 Digital Lessons** for Students
- ✓ Lesson Library to Keep You Organized
- ✓ Teacher's Keys / Student Examples
- ✓ Pacing Guide
- ✓ All **Unit 2 AP[®]** Standards Are Cross-Walked and Covered

Approximately 6-8 weeks of lessons and activities



Designed by a Veteran Business Teacher with
28 years of classroom experience



Includes an

EASY-TO-NAVIGATE DIGITAL LESSON LIBRARY

So, EVERYTHING is Organized in the Order I Recommend Teaching
and EASY-TO-FIND on Your Computer!

Drive

Search in Drive

My Drive > Lesson Library

Type People Modified

Name Owner Last modified File size

NO PREP – READY TO TEACH!

STEP-BY-STEP LESSON SEQUENCE!

TEACH WITH CONFIDENCE!

NO MORE SUNDAY SCARIES!

Name	Owner	Last modified	File size
1. Personal Finance	me	May 2, 2024	me
2. Budgeting	me	May 2, 2024	me
3. Budgeting	me	May 2, 2024	me
4. Paying for College	me	May 2, 2024	me
5. Paying for College	me	May 2, 2024	me
6. Grants, and Paying for Schooling and Training	me	May 2, 2024	me
7. Grants, and Paying for Schooling and Training	me	May 2, 2024	me
8. Grants, and Paying for Schooling and Training	me	May 2, 2024	me
9. Insurance Options	me	May 2, 2024	me
10. Insurance Options	me	May 2, 2024	me
11. Insurance Options	me	May 2, 2024	me
12. Loans and Credit Cards	me	May 2, 2024	me
13. Savings/ Investments/ & Estate Planning	me	May 2, 2024	me
14. Identity Theft	me	May 2, 2024	me
15. Consumer Education	me	May 2, 2024	me
16. FUN ACTIVITIES	me	May 2, 2024	me

Google or easily convert to Microsoft

A PREVIEW of the LESSON LIBRARY

This is a snippet of the Unit 1 Lesson Library to show you how it works and how it's organized to keep you on track!

<p>The AP® Handbook Unit</p> <p>Unit 1</p> <p>Businesses, Competition, and New Ideas</p>	<p>WB Page 5 - "Markets & Competitive Advantage"</p> <p>WB Page 6 - "Business, Competition, & New Ideas"</p> <p>15 min</p>	<p>Video</p>				
	<p>Interactive Note Book Page "Markets & Competitive Ad</p>					
<p>The AP® Standard covered</p>	<p>1.3.A.1-7</p> <p>PEST Analysis Case Study</p> <p>Teacher's Key</p>	<p>30 min</p> <p>25 min</p>	<p>Lessons with Teacher Keys</p>	<p>Objectives/Content Covered</p>		
	<p>*PESTEL</p> <p>Teacher's Key</p> <p>WB Page 7 - "PESTEL Factors"</p>				<p>PESTEL Factors & the Business Environment</p> <p>(PESTLE is often seen as PESTEL...both are correct)</p> <p>Video</p>	<p>Market</p> <p>Task : Apply the PESTEL framework to evaluate the attractiveness and potential risks of a market.</p>
	<p>1.3.A.7</p> <p>1.3.B.7-8</p> <p>*PESTEL Arcade Case Study</p> <p>Teacher's Key</p>	<p>30 min</p>			<p>Project Link (Follows the AP® Handbook)</p>	
	<p>1.3.B.1</p> <p>1.2.B.1-3</p> <p>1.3.A.1-4</p> <p>*Government Impact on Business</p> <p>Teacher's Key</p> <p>WB Page 8 - "The Government & Business"</p>	<p>45 min</p>			<p>The AP® Workbook Page that goes with the Lesson in cyan (Sold Separately)</p>	
<p>Interactive Note Book Page "PESTEL Factors & the Business Environme</p>						
<p>The AP® Interactive Notebook Page that goes with the lesson in green (Sold Separately)</p>	<p>1.4.A.1-2</p> <p>1.4.B.1-2</p> <p>1.4.C.1-3</p> <p>Design Thinking Case Study</p> <p>Teacher's Key</p> <p>WB Page 9 - "Design Thinking"</p> <p>Design Thinking Group Project</p> <p>(put students in groups of 3-4 to complete)</p>	<p>30 min</p> <p>30 min</p>	<p>How Do Business Ideas Originate?</p> <p>Video</p>	<p>Product</p> <p>Task: Conduct customer interviews to validate the problem, need, or want.</p> <p>Task: Develop a solution to address a potential customer's problem, need, or want.</p> <p>Task: Formulate and test a business hypothesis related to problem-solution fit.</p>	<p><i>Earning Income</i></p> <p>Students examine how an entrepreneur can generate income by owning and operating their own business.</p> <p>Earning Income 12-11</p>	
	<p>Interactive Note Book Page "How Do Business Ideas Originate?"</p>					
	<p>Pacing Guide</p>		<p>Instructional Videos from Denise (Unit 1 only)</p>	<p>Personal Finance (Follows the AP® Handbook)</p>		

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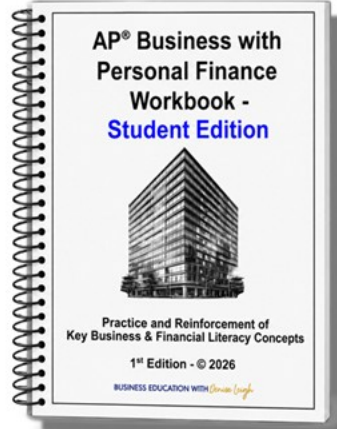
BUSINESS EDUCATION WITH *Denise Leigh*

AP[®] Business with Personal Finance

PRINTABLE WORKBOOK

2026-27
AP[®] Standards-Aligned

NOT a STANDALONE Curriculum



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STUDENT WORKBOOK

BUSINESS EDUCATION WITH *Denise Leigh*

AP[®] Business with Personal Finance

FULL YEAR ALIGNED COURSE



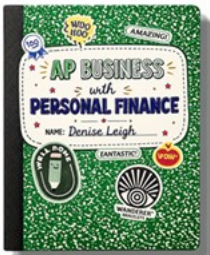
112 DIGITAL LESSONS

+



AP[®] Business with Personal Finance Workbook - Student Edition

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AP BUSINESS with PERSONAL FINANCE

NO PREP!
NO GUESS WORK!
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STUDENT WORKBOOK

INTERACTIVE NOTEBOOK

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FULL COURSE BUNDLE

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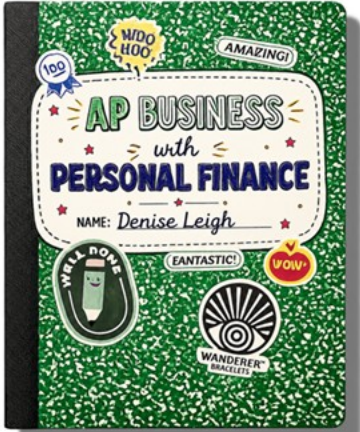
AP[®] Business with Personal Finance

INTERACTIVE NOTEBOOK

AP[®] Standards-Aligned

A FUN way for students to take notes in your AP[®] class

Great for AP[®] Exam Review



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INTERACTIVE NOTEBOOK

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If you would like to hire me to implement my AP[®] curriculum at your school and/or school district, I am an **approved PD Provider** in both Texas and Pennsylvania. Most states do not have a formal PD approval process, and PD is simply approved at the local level.

Now Approved by the TEA!

Approved CPE Provider
for Texas Teachers



CPE Provider ID:
910043



BUSINESS EDUCATION WITH *Denise Leigh*

Now Approved by PDE!

Approved for
Act 48 Professional
Development for PA Teachers



pennsylvania
DEPARTMENT OF EDUCATION



BUSINESS EDUCATION WITH *Denise Leigh*

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

