

# MADLY PRODUCTIVE PATHWAYS

Unit 1: Businesses, Competition, and New Ideas

## Topic 1.1: What Is a Business?

Standards & Skills Map

**LO: 1.1.A, 1.1.B | Skill: 1.A, 2.A | Canvas: Task 1**

---

*Aligned to the AP® Business with Personal Finance Course Framework (Fall 2026)*

AP® is a trademark registered by the College Board, which is not affiliated with, and does not endorse, this product. This curriculum is designed to supplement, not replace, a college-level Introduction to Business textbook adopted by your school for AP® Course Audit compliance.

## Alignment to the AP® Course Framework

This document gives you the standards-alignment evidence you need for the AP® Course Audit and for gradebook tagging. All references are to the *AP Business with Personal Finance Course and Exam Description* (Fall 2026, publicly available from College Board).

### Learning Objectives covered

- LO 1.1.A: Identify ways businesses address customers' problems, needs, and wants.
- LO 1.1.B: Distinguish between value creation and value capture.

### Essential Knowledge addressed (referenced by code)

- **EK 1.1.A.1** — Business as an organization producing/distributing products.
- **EK 1.1.A.2** — Customer vs. consumer distinction.
- **EK 1.1.A.3** — Problem-solution fit; selection of customer/problem.
- **EK 1.1.B.1** — Definition of value as worth/benefit to customer.
- **EK 1.1.B.2** — Value creation.
- **EK 1.1.B.3** — Value capture.

Per Trademark Compliance §3, this curriculum references CED essential knowledge by code only and does not reproduce CED text.

### Course Skills practiced

Skill	Description	Where it appears
1.A	Apply business and personal finance concepts to a scenario.	Guided Notes; Worksheet; MCQs 1, 3, 4; Mini-FRQ Parts 1–2
2.A	Identify market opportunities / customer problems, needs, wants.	Bell Ringer; Slides 7–8; Case Study; Canvas Task 1; MCQs 2, 5

### Business Canvas Project alignment

This topic supports the Business Canvas Project through **Task 1: Identify and describe a customer's problem, need, or want.** — the foundational deliverable for the *Customer* component of the canvas. (Hypothesis testing on this canvas element happens later in Unit 1, in Tasks 3 and 5.)

### Personal Finance alignment

Topic 1.1 does not address Personal Finance standards. Personal Finance content begins in Topic 1.3 (PESTEL — Earning Income 12-5, 12-6).

### AP Exam connection

- MCQs in this topic mirror the set-based stimulus format of the multiple-choice section.
- The Mini-FRQ in this topic uses the **Business Concept Application** format (FRQ 3 on the exam).
- Across Unit 1, the 8 topics rotate through all four exam FRQ formats so students encounter each at least once before the unit test.

## Course Audit Notes (for syllabus submission)

If you are completing the AP Course Audit for 2026–27, the following audit requirements are supported by this topic's materials. Use this map as evidence in your syllabus narrative.

Curricular Requirement	How Topic 1.1 supports it
Develop understanding of required content	Mini-lesson + Guided Notes cover EK 1.1.A.1–3 and EK 1.1.B.1–3 in full.
Five skill categories	Skill 1 (Concept Application) and Skill 2 (Entrepreneurship) are explicit in every assessment item; per-item tags allow precise grading.
College-level Intro to Business textbook	This curriculum supplements, not replaces, a school-adopted college-level textbook. Reference your textbook chapter on 'What Is a Business?' alongside this topic.
Business case studies	Brew & Brood is an original case aligned to Topic 1.1; you may also substitute an AP-provided case from AP Classroom.
Business Canvas Project class time	Task 1 worksheet provides ~25 minutes of dedicated project time within the topic.

Disclaimer: this product is independently produced and is not reviewed or endorsed by the College Board. Always verify your school's specific audit submission pathway at [apcentral.collegeboard.org](https://apcentral.collegeboard.org).