AP Business Summer Project (Schmidbauer)

***** CHOOSE ONE!!! ONE OF THE FOUR. This should not take you that long. This project will be due the FIRST DAY OF CLASS, August 10th!!! This project will be counted as a test grade of 100 points. If you do not complete this project by the first day of school, it will be a ZERO!! This is your initiation into this class. It is a prerequisite for AP Business! Get-r-done!***

A great AP Business and Personal Finance summer assignment should focus on building foundational, real-world skills through PBL (Project-Based Learning), such as creating a personal monthly budget, conducting a SWOT analysis on a local business, or developing a "business canvas" for a product idea. [1, 2, 3, 4, 5]

CHOOSE ONE!!!! Here are tailored summer assignment ideas for the 2026-27 school year:

1. Personal Finance: "The Independent Life Simulation" [1]

- **Assignment:** Students create a realistic 12-month budget based on a chosen career and location.
- Use a spreadsheet to work on this assignment. You should state your occupation, yearly income and monthly net income. Net is what is brought in after taxes and gross is what is brought in before paying taxes. Pick an occupation and give me a realistic salary from that job.
- **Deliverables:** Research starting salary (net income), projected rent/mortgage, utilities, food, insurance, and transportation costs. They must identify a retirement matching scenario and decide how much to contribute and/or contributions into investments or savings.
- **Goal:** Learn to track, analyze, and manage expenses, and prepare for the Household Financial Plan project in Unit 3. [1, 2, 3, 4, 5]

2. Entrepreneurship: "The Local Business Analysis"

- **Assignment:** Students select a small, local business and conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and a competitor analysis.
- Your SWOT analysis should be in the form of a 2x2 table with each square representing each letter, like S for one, then a W for another, etc. Then you should put the characteristics in each square. This can be done in the presentation.
- **Deliverables:** A 10+ slide presentation identifying the business's target market, unique value proposition, and two recommendations for improvement for both the local business and its competitor. You should have a conclusion slide as well analyzing what your findings were.
- **Goal:** Develop an entrepreneurial mindset and understanding of market opportunity. [1, 2, 3, 4, 5]

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3. Business & Finance Fundamentals: "Shark Tank Pitch"

- **Assignment:** Students identify a market opportunity (a problem to solve) and develop a unique product or service concept.
- Elevator Speech - YouTube clip on how to prepare one.
- What is a Business Model Canvas? YouTube clip on what and how.
- **Deliverables:** A one-page "Business Canvas" detailing the value proposition, customer segments, and revenue streams, culminating in a 1-minute elevator pitch recorded as a video.
- **Goal:** Introduce key marketing, branding, and pitching skills for the Business Canvas Project. [1, 2, 3, 4]
- This Business Model Canvas should be done via Google Slides or Canva and should include the Elevator Speech (bullet points, condensed) and the nine phases or steps. Hence the presentation should be 10+ pages.

4. Financial Literacy: "Stock Market Tracker"

- **Assignment:** Students receive a virtual (\$10,000\) to invest in three different companies and track them over the summer. This money will be spend knowing the price per share of each company.
- Basic Definition of Stock Market
- **Deliverables:** A journal explaining why they chose the companies (fundamental analysis) and a weekly log of price changes and news events affecting the stock.
- This should be done via a spreadsheet that chronologically follows the tracking of each product. You will need to create a chart or graph showing the stock price changes of all 3 companies.
- Your journal can be a brief paragraph explaining what is happening with the stock and can be done on the spreadsheet or in document form or presentation form.
- This should be tracked from `Jun 1, 2026` to `Jul 31, 2026` (2 months)
- **Goal:** Understand investing fundamentals, risk management, and market research. [1]

These projects align with the AP Business with Personal Finance course, which emphasizes practical applications in entrepreneurship, marketing, and financial planning. [1]