AP Business Annotation Guide

Purpose: Annotation is more than highlighting—it's active reading. The goal is to interact with the text so you can:

- Understand key business concepts
- Identify arguments, data, and evidence
- Connect ideas to real-world business practices
- Prepare for class discussions, essays, and exams

🖊️ What to Annotate

1. Key Terms & Vocabulary

- Circle business terms (*liquidity, opportunity cost*)
- Define in margin or add an example

2. Main Ideas & Arguments

- Underline thesis or big points
- Paraphrase in your own words

3. Evidence & Data

- Box in stats, charts, financials
- Note: supports / challenges argument? Reliable?

4. Business Connections

- Link to companies, cases, current events
- Ask: *How does this apply in practice?*

5. Questions & Reactions

- ? = confusing or debatable

Note biases, assumptions, or limitations

🧩 Annotation Symbols

⭐ = Key idea
? = Unclear / worth questioning
$ = Financial or economic impact
🔗 = Connection to another concept/company
➡ = Cause & effect
📊 = Important data/statistic

📖 Example (Excerpt Annotation)

Text:
"Small businesses often face barriers to entry such as limited access to capital, high regulatory costs, and brand loyalty enjoyed by larger firms."
Annotations:

- Circle: *barriers to entry* → (def: obstacles that make it difficult for new firms to enter a market)
- $ Note: "Capital = financing issue → links to unit on entrepreneurship"
- ⭐ "Brand loyalty = competitive advantage"
- ? "What strategies could overcome this?"

✅ Expectations for AP Business Annotations

- Every assigned reading should show **evidence of active engagement**.
- Aim for at least **3–5 meaningful annotations per page** (not just highlighting).
- Be prepared to share annotations in class discussions or use them in written responses.