



# **ICTS Business, Marketing, and Computer Education (171) Exam Secrets Study Guide: ICTS Test Review for the Illinois Certification Testing System**

*ICTS Exam Secrets Test Prep Team*

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# ICTS Business, Marketing, and Computer Education (171) Exam Secrets Study Guide: ICTS Test Review for the Illinois Certification Testing System

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**\*\*\*Includes Practice Test Questions\*\*\* Get the test prep help you need to be successful on the ICTS Business, Marketing, and Computer Education test.** The ICTS Business, Marketing, and Computer Education (171) Exam is extremely challenging and thorough test preparation is essential for success. *ICTS Business, Marketing, and Computer Education (171) Exam Secrets Study Guide* is the ideal prep solution for anyone who wants to pass the ICTS Business, Marketing, and Computer Education Exam. Not only does it provide a comprehensive guide to the ICTS Business, Marketing, and Computer Education Exam as a whole, it also provides practice test questions as well as detailed explanations of each answer. *ICTS Business, Marketing, and Computer Education (171) Exam Secrets Study Guide* includes:

- A thorough overview of the ICTS Business, Marketing, and Computer Education (171) Exam
- An examination of accounting principles and practices
- A guide to economics, consumer economics, and career development
- An in-depth look at marketing principles and applications
- A breakdown of entrepreneurship, management law, and international business
- An analysis of business communications and computations
- A full study of computer education
- Comprehensive practice questions with detailed answer explanations

It's filled with the critical information you'll need in order to do well on the test: the concepts, procedures, principles, and vocabulary that the Illinois State Board of Education (ISBE) expects you to have mastered before sitting for the exam. **The Accounting Principles and Practices section covers:**

- Assets
- Accounting cycle
- Financial ratios
- Inventory costing systems

**The Economics, Consumer Economics, and Career Development section covers:**

- Elasticity
- Theories of economics
- Unemployment
- Investment options
- Important characteristics of individuals pursuing a business career
- CTSO

**The Marketing Principles and Applications section covers:**

- Four Ps of marketing
- Collecting market data
- Branding
- Selling process

**The Entrepreneurship, Management Law, and International Business section covers:**

- Established and entrepreneurial ventures
- Launching small businesses
- Functions of management
- Staffing process
- Promoting job satisfaction among employees
- Ethical issues
- Conducting international business

**The Business Communications and Computations section covers:**

- Goals of business correspondence
- Nonverbal communication
- Presentations
- Sale prices
- Sampling techniques and selection

**The Computer Education section covers:**

- Effects of computers and technology on business
- Utilization of Internet by businesses
- Use of technology in production systems
- Software often utilized in business
- Common toolbar icons

These sections are full of specific and detailed information that will be key to passing the ICTS Business, Marketing, and Computer Education Exam. Concepts and principles aren't simply named or described in passing, but are explained in detail. The guide is laid out in a logical and organized fashion so that one section naturally flows from the one preceding it. Because it's written with an eye for both technical accuracy and accessibility, you will not have to worry about getting lost in dense academic language.

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