



# California Subject Examinations for Teachers®

## TEST GUIDE

### BUSINESS

## General Examination Information

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CS-TG-BUSXGI-03

## Test Structure for CSET: Business

CSET: Business consists of three separate subtests, each composed of both multiple-choice and constructed-response questions. Each subtest is scored separately.

The structure of the examination is shown in the table below.

<b>CSET: Business</b>			
<b>Subtest</b>	<b>Domains</b>	<b>Number of Multiple-Choice Questions</b>	<b>Number of Constructed-Response Questions</b>
I	Business Management	20	1 extended
	Marketing	20	1 short (focused)
	Subtest Total	40	1 extended 1 short (focused)
II	Accounting and Finance	25	1 short (focused)
	Economics	15	1 short (focused)
	Subtest Total	40	2 short (focused)
III	Information Technology	25	1 short (focused)
	Business Environment and Communication	15	1 extended
	Subtest Total	40	1 short (focused) 1 extended

# Annotated List of Resources for CSET: Business

This list identifies some resources that may help candidates prepare to take CSET: Business. While not a substitute for coursework or other types of teacher preparation, these resources may enhance a candidate's knowledge of the content covered on the examination. The references listed are not intended to represent a comprehensive listing of all potential resources. Candidates are not expected to read all of the materials listed below, and passage of the examination will not require familiarity with these specific resources. A brief summary is provided for each reference cited. Resources are organized alphabetically and by content domain order in subtest order.

## Business Management

Christopher, Doris. (2004). *E World: Virtual Learning Collaborative Environments, and Future Technologies*. Reston, VA: National Business Education Association.

Many teacher preparation programs use the NBEA yearbooks as their textbooks.

Besanko, David; Dranove, David; and Shanley, Mark. (2000). *Economics of Strategy* (2nd edition). New York, NY: John Wiley and Sons, Inc.

This book covers international firms and competition in economic terms, Michael Porter's Competitive Analysis.

Nickels, McHugh. (2000). *Understanding Business* (4th edition). New York, NY: Glencoe McGraw-Hill.

This book is theme oriented and current in all areas of business.

Schuttheis, Robert A.; Kaliski, Burton S.; and Passalacque, Don. (2001). *Keeping Financial Records for Business*. Cincinnati, OH: Southwestern College Publishing.

This is a comprehensive textbook that covers the fundamentals of keeping financial records for individual and small business.

Thompson, Arthur, and Stricklan, A. J. (2002). *Strategic Management* (12th edition). Burr Ridge, IL: Irwin McGraw Hill.

This book gives an excellent overview of concepts and techniques of strategic management, including case studies from well-known international firms.

## Marketing

Berhardt, Kenneth, and Kinnear, Thomas. (1997). *Cases in Marketing Management* (7th edition). Burr Ridge, IL: Irwin McGraw Hill.

This book gives helpful case-study analysis in marketing decision making and related financial analysis for marketing, both global and domestic.

Eppen, G. D.; Gould, F. J.; Schmidt, C. P.; Moore, Jeffrey H.; and Weatherford, Larry R. (1998). *Introductory Management Science: Decision Modeling with Spreadsheets*. Upper Saddle River, NJ: Prentice Hall.

This book gives a comprehensive discussion of the use of spreadsheet models for many functions of business, including operations-logistics, operations-production, finance, marketing, business economics, and human resources.

Schuttheis, Robert A.; Kaliski, Burton S.; and Passalacque, Don. (2001). *Keeping Financial Records for Business*. Cincinnati, OH: Southwestern College Publishing.

This is a comprehensive textbook that covers the fundamentals of keeping financial records for individual and small business.

Thompson, Arthur, and Stricklan, A. J. (2002). *Strategic Management* (12th edition). Burr Ridge, IL: Irwin McGraw Hill.

This book gives an excellent overview of concepts and techniques of strategic management, including case studies from well-known international firms.

Wells, Dolores, and Ambrose, Ann. (2004). *Computer Concepts Basics* (2nd edition). Stamford, CT: Thomson Learning.

This book offers a brief introduction to computers and covers computer hardware, software, keyboarding, and the Internet.

## **Accounting and Finance**

Besanko, David; Dranove, David; and Shanley, Mark. (2000). *Economics of Strategy* (2nd edition). New York, NY: John Wiley and Sons, Inc.

This book covers international firms and competition in economic terms, Michael Porter's Competitive Analysis.

Eppen, G. D.; Gould, F. J.; Schmidt, C. P.; Moore, Jeffrey H.; and Weatherford, Larry R. (1998). *Introductory Management Science: Decision Modeling with Spreadsheets*. Upper Saddle River, NJ: Prentice Hall.

This book gives a comprehensive discussion of the use of spreadsheet models for many functions of business, including operations-logistics, operations-production, finance, marketing, business economics, and human resources.

Reimers, Jane. (2003). *Financial Accounting* (1st edition). Upper Saddle River, NJ: Prentice Hall.

This is an excellent introductory financial accounting text: it does not skimp on procedure, but it also spends plenty of time on the theory of financial accounting.

Schuttheis, Robert A.; Kaliski, Burton S.; and Passalacque, Don. (2001). *Keeping Financial Records for Business*. Cincinnati, OH: Southwestern College Publishing.

This is a comprehensive textbook that covers the fundamentals of keeping financial records for individual and small business.

Silbiger, Steven. (1993). *The Ten Day MBA*. New York, NY: Quill William Morrow.

This is a great quick study guide on many aspects of business education, including marketing, ethics, accounting, organization behavior, quantitative analysis, finance, operations, economics, and strategy.

## Economics

Eppen, G. D.; Gould, F. J.; Schmidt, C. P.; Moore, Jeffrey H.; and Weatherford, Larry R. (1998). *Introductory Management Science: Decision Modeling with Spreadsheets*. Upper Saddle River, NJ: Prentice Hall.

This book gives a comprehensive discussion of the use of spreadsheet models for many functions of business, including operations-logistics, operations-production, finance, marketing, business economics, and human resources.

McConnell, Campbell R., and Brue, Stanley L. (1999). *Macroeconomics* (14th edition). Burr Ridge, IL: Irwin McGraw Hill.

This book shows the essence of macroeconomics. An accompanying study guide is also available.

Musgrave, Frank. (2001). *How to Prepare for the VP Macro/Micro Economics Exam*. Harnpauge, NY: Barron's Educational Series, Inc.

This is an excellent review book of fundamental economics concepts.

Schuttheis, Robert A.; Kaliski, Burton S.; and Passalacque, Don. (2001). *Keeping Financial Records for Business*. Cincinnati, OH: Southwestern College Publishing.

This is a comprehensive textbook that covers the fundamentals of keeping financial records for individual and small business.

Silbiger, Steven. (1993). *The Ten Day MBA*. New York, NY: Quill William Morrow.

This is a great quick study guide on many aspects of business education, including marketing, ethics, accounting, organization behavior, quantitative analysis, finance, operations, economics, and strategy.

## Information Technology

Bucki, Lisa A. (2002). *Learning Computer Applications* (2nd edition). New York, NY: DDC Publishing.

This edition offers a brief introduction to computers. It also covers word processing, desktop publishing, spreadsheets, databases, presentation graphics, integration and communication, the Internet, and e-mail.

Christopher, Doris. (2004). *E World: Virtual Learning, Collaborative Environments, and Future Technologies*. Reston, VA: National Business Education Association.

Many teacher preparation programs use the NBEA yearbooks as their textbooks.

Eppen, G. D.; Gould, F. J.; Schmidt, C. P.; Moore, Jeffrey H.; and Weatherford, Larry R. (1998). *Introductory Management Science: Decision Modeling with Spreadsheets*. Upper Saddle River, NJ: Prentice Hall.

This book gives a comprehensive discussion of the use of spreadsheet models for many functions of business, including operations-logistics, operations-production, finance, marketing, business economics, and human resources.

Hofstetter, Fred T. (2001). *Multimedia Literacy* (3rd edition). Burr Ridge, IL: Irwin McGraw Hill.

This book provides an understanding of multimedia, a survey of multimedia applications, criteria for selecting multimedia hardware, and a look into the future of multimedia.

Wells, Dolores, and Ambrose, Ann. (2004). *Computer Concepts Basics* (2nd edition). Stamford, CT: Thomson Learning.

This book offers a brief introduction to computers and covers computer hardware, software, keyboarding, and the Internet.

## **Business Environment and Communication**

Besanko, David; Dranove, David; and Shanley, Mark. (2000). *Economics of Strategy* (2nd edition). New York, NY: John Wiley and Sons, Inc.

This book covers international firms and competition in economic terms, Michael Porter's Competitive Analysis.

Musgrave, Frank. (2001). *How to Prepare for the VP Macro/Micro Economics Exam*. Hamppauge, NY: Barron's Educational Series, Inc.

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