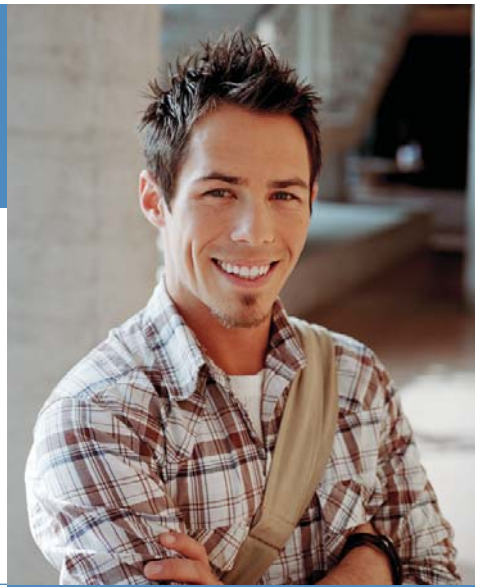


We Invite You to **Take a Closer Look ...**

How can you take your **MBA** program to the **next level?**

Assess your students with ETS's **Major Field Test.**



Content Validity

The **Major Field Test for MBA**, first administered in 2002, assesses mastery of concepts, principles and knowledge by senior-level undergraduates. To ensure fairness and content relevance, the test is revised approximately every five years.

Developed by Leading Educators in the Field

Experienced faculty members representing all the relevant areas of the discipline determine test specifications, questions and types of scores reported. ETS assessment experts subject each question to rigorous tests of sensitivity and reliability. Every effort is made to include questions that assess the most common and important topics and skills.

In addition to factual knowledge, the test evaluates students' abilities to analyze and solve problems, understand relationships and interpret material. Questions that require interpretation of graphs, diagrams and charts are included. Academic departments may add up to 50 additional locally written questions to test areas of the discipline that may be unique to the department or institution.

National Comparative Data

A Comparative Data Guide, published each year, contains tables of scaled scores and percentiles for individual student scores, departmental mean scores and any subscores or group assessment indicators that the tests may support. The tables of data are drawn from senior-level test takers at a large number of diverse institutions. More than 900 colleges and universities employ one or more of the Major Field Tests for student achievement and curriculum evaluation each year.

Who develops the MFT for MBA?

Individuals who serve or have recently served on the Committee for the MFT for MBA are faculty members from the following institutions:

California State University – Fullerton

Delta State University

Florida Southern College

Marymount University

Murray State University

Rider University

New Mexico State University

University of Phoenix

For more information about the MFT for MBA:

Phone: 1-800-745-0269

E-mail: highered@ets.org

Visit: www.ets.org/mft

Educational Testing Service
Rosedale Road
Princeton, NJ 08541



**Major Field
Tests**

Listening. Learning. Leading.®

The Major Field Test for Master of Business Administration (MFT-MBA) consists of 124 multiple-choice questions, half of which are based on short case-study scenarios. Programs can choose when and where to administer the tests. It is designed to take 3 hours and may be split into 2 sessions. This test must be given by a proctor. Mathematical operations do not require the use of a calculator.

Most of the questions require knowledge of specific information drawn from marketing, management, finance, and accounting. The test also includes questions that focus on international business, information technology, legal and regulatory environment of business, ethics and social responsibility in business, statistical analysis, managerial economics and e-commerce.

A unique feature of the MFT-MBA is that all of the questions on the test measure critical thinking ability; that is, the ability to interpret data, to apply concepts and ideas, and to analyze data, theories, and relationships deductively and inductively. The overall scaled score can be considered a measure of a student's critical thinking and reasoning within the domain of a standard MBA curriculum.

MBA curricula encompass many subfields and specialties; this test covers the skills and subject matter determined by committees of faculty to be common to most programs. The distribution of the content areas with some examples of the topics covered is as follows:

I. Marketing (25%)

- A. Strategic Marketing
 1. Metrics and Control Mechanisms
 2. Environment Scanning and Marketing Planning
 3. Innovation
- B. Buyer Behavior
 1. Consumer and Business Purchasing Processes
 2. Factors Influencing Consumer and Business Purchasing
 3. Segmentation
- C. Market Research
 1. Competitive Intelligence
 2. Research Process, Concepts and Tools
 3. Managerial Decision Making
- D. Marketing Planning: Target Segments and Marketing Mix
 1. Specifying Target Markets
 2. Pricing
 3. Products/Services
 4. Promotion
 5. Channels & Distribution/Supply Chain

II. Management (25%)

- A. Organizational Behavior
 1. Leadership
 2. Teams
 3. Conflict
 4. Negotiation
 5. Motivation
- B. Human Resource Management
 1. Recruiting and Selection
 2. Compensation
 3. Employment Planning
 4. Training and Development
- C. Organizational Theory
 1. Organizational Change & Development
 2. Organizational Structure Design
 3. Systems Thinking
 4. Entrepreneurship/Small Business Management

D. Operations Planning/Management Science

1. Quantitative decision making models
2. Quality/Process Management
3. Supply Chain Logistics
4. Planning
5. Control
6. Service Management

III. Finance (25%)

- A. Corporate Finance
 1. Capital Budgeting
 2. Cost of Capital
 3. Capital Structure
 4. Dividend Policy
 5. Working Capital Management
 6. International Finance
- B. Investments
 1. Financing Instruments
 2. Risk and Return
 3. Securities Valuation and Analysis
 4. Options, Futures, and Other Derivatives
- C. Financial Markets and Institutions
 1. Capital Markets
 2. Money market
 3. Market Efficiency
 4. Investment Banking

IV. Accounting (25%)

- A. Relevant Cost
 1. Theory of Constraints
 2. Special Order
 3. Make or Buy
 4. Transfer Pricing
 5. Sell or Process Further
- B. Resource Planning and Analysis
 1. Forecasting
 2. Cash Budgeting
 3. Variance Analysis
- C. Cost-Volume-Profit Analysis
 1. Cost Behavior
 2. Break-Even Analysis
 3. Target Profit
- D. Product Costing
 1. Absorption vs. Variable
 2. Activity-Based
 3. Process vs. Job Order
 4. Byproduct
- E. Financial Reporting and Analysis
 1. Financial Statements
 2. Financial Ratios
 3. Regulatory Environment

How scores for the Major Field Test for MBA are reported

Total Score—Reported for each student and summarized for the group.

Assessment Indicators—Reported for the group* only.

- Accounting (31)
- Finance (31)
- Management (31)
- Marketing (31)
- Strategic Integration (62)

Numbers in parentheses are the approximate number of questions in each category.

* A minimum of five (5) students is required for assessment indicators to be reported.