

# Find out how to prove — and improve — the effectiveness of your Associate Degree in Business program with the ETS® Major Field Tests.

## Content Validity

The Major Field Test (MFT) in Business for Associate Degree Programs, first administered in 2007, assesses mastery of concepts, principles and knowledge by students graduating with an Associate Degree in Business. To ensure fairness and content relevance, the test is revised approximately every four to five years.

## Developed by Leading Educators in the Field

Experienced faculty members representing all of 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.

Questions that require interpretation of graphs, diagrams and charts are included. Academic departments may add up to two subgroups and as many as 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 test may support. The tables of data for the MFT in Business for Associate Degree Programs are drawn from students exiting their Associate's program. Nearly 1,500 colleges and universities employ one or more of the Major Field Tests for student achievement and curriculum evaluation each year.

### Who Develops the MFT in Business for Associate Degree Programs?

Individuals who serve or recently have served on the Committee for the MFT in Business for Associate Degree Programs are faculty members from the following institutions:

**Doña Ana Branch  
Community College  
Drury University  
Metropolitan Community  
College  
Middlesex Community College  
Midlands Technical College  
Northwest State  
Community College  
Peirce College**

### For more information about the MFT in Business for Associate Degree Programs:

Phone: **1-800-745-0269**  
Email: **higherred@ets.org**  
Visit: **www.ets.org/mft**

Educational Testing Service  
Rosedale Road  
Princeton, NJ 08541



# Test Content — Business for Associates Degree Programs

The Major Field Test in Business for Associate Degree Programs contains 100 multiple-choice items. The questions are designed to measure a student's knowledge and skills in the core curriculum of a two-year business program. Students are asked to analyze and solve problems, understand relationships and interpret representative material.

The test assumes that most institutions will offer common core areas of study that include accounting, economics, management and marketing. In addition, it is assumed that these common core areas address important social and international considerations of modern business operations.

The questions represent a wide range of difficulty, and the test attempts to cover both depth and breadth in assessing students' levels of achievement. Programs can choose when and where to administer the test. It is designed to take two hours and may be split into two sessions. This test must be given by a proctor. Mathematical operations do not require the use of a calculator.

The distribution of the content areas with some examples of the topics covered is as follows:

## The Test Outline

### I. Accounting (~30%)

- A. Financial Accounting: Conceptual foundations, income statement and statement of retained earnings, balance sheet, statement of cash flows, financial statement analysis, accounting cycle, depreciation, special journals
- B. Managerial Accounting: Cost concepts; cost, volume and profit analysis; budgeting (except capital budgeting covered in Financial Accounting); nonroutine decision making; costing systems (product, standard and activities-based)

### II. Management (~30%)

- A. Management Process: History and theory, functions (organizational structure, planning, controlling); group/team dynamics and managing diversity
- B. Organizational Behavior: Leadership and motivation, communication, group/team dynamics
- C. Strategy and Policy: Strategic analysis and policy determination
- D. Other Management Course Content: International management and entrepreneurship

### III. Marketing (~20%)

- A. Marketing Processes: Strategic marketing, "The 4 P's" (Product, Price, Promotion, Place), marketing environment, marketing research and information systems, consumer and industrial behavior, global marketing
- B. Marketing Institutions: Consumer markets/market segmentation, industrial markets, service and nonprofit markets, social issues

### IV. Economics (~20%)

- A. Macroeconomics: National accounts and income determination; monetary and fiscal policy; Federal Reserve system; employment, inflation and growth; international economics (comparative advantage and international trade, balance of payments, exchange rates)
- B. Microeconomics: Supply and demand, production and cost, market structure

#### How scores for the Major Field Test in Business for Associate Degree Programs are reported:

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

**Assessment Indicators** — Reported for the group\* only

- Accounting (31)
- Economics (18)
- Management (31)
- Marketing (20)

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.