



Find out how to prove — and improve — the effectiveness of your **MBA** program with the **ETS®** Major Field Tests.

Content Validity

The *ETS®* Major Field Test for MBA, first administered in 2002, assesses mastery of concepts, principles and knowledge by graduating MBA students. To ensure fairness and content relevance, the test is revised approximately every three to four 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. ETS makes every effort 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 information. Also included are questions that require interpretation of graphs, diagrams and charts. Academic departments may add up to two subgroups and as many as 50 additional locally written questions to test areas of the discipline that are 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 supports. The tables of data are drawn from senior-level test takers at a large number of diverse institutions. Nearly 1,500 colleges and universities annually employ one or more of the Major Field Tests to assess student achievement and evaluate curricula.

Who develops the MFT for MBA?

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

Arizona State University
California State University, Fullerton
Marymount University
Murray State University
University of Pittsburgh
Saint Vincent College

For more information about the MFT for MBA:

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

Educational Testing Service
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Test Content – MBA

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

Most of the questions require knowledge of specific information drawn from four content areas: marketing, management, finance and managerial accounting. Some questions require strategic integration skills — the ability to integrate knowledge of two or more content areas. The test also includes questions that focus on: international business, information technology, the legal and regulatory environment, business ethics and social responsibility, quantitative analysis, and managerial economics.

A unique feature of MFT-MBA design is the capability of measuring critical thinking ability — that is, the test assesses the ability to:

- analyze and interpret data
- apply concepts and ideas
- analyze theories and relationships deductively and inductively

The overall scaled score measures critical thinking and reasoning within the domain of a standard MBA curriculum.

While MBA curricula encompass many subfields and specialties, the MFT-MBA examination is designed to assess skills and subject matter common to most programs. The distribution of the content areas and a list of the topics covered are as follows:

Test Outline

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.

- Marketing (31)
- Management (31)
- Finance (31)
- Managerial Accounting (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.