

Contact: Rob Bunnell or Atticus Simpson  
Quixote Group  
336.605.0363  
[rbunnell@quixotegroup.com](mailto:rbunnell@quixotegroup.com)  
[asimpson@quixotegroup.com](mailto:asimpson@quixotegroup.com)

## **NEW EXAM MEASURES STUDENTS' COMMAND OF CORE MBA CURRICULUM**

*CMBA Developed Through Partnership of Industry Leaders*

**MOCKSVILLE, N.C.** – The International Certification Institute (ICI), in conjunction with Galton Technologies, a part of Prometric and the leading provider of assessment and certification services, has created the Certified MBA™, or CMBA – the first and only universal measure of an MBA student's grasp of business fundamentals.

As developed, the CMBA confirms a student's command of the four core curriculum areas required across all accredited MBA programs by the Association to Advance Collegiate Schools of Business (AACSB), the international nonprofit accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting. These core curriculum areas, which form the foundation for a student's specialty area of study, typically comprise a majority of first-year coursework in traditional MBA programs and normally represent approximately 40 percent of a student's total semester hours when taken at the graduate level. The core curriculum areas are:

1. Financial reporting, analysis and markets
2. Domestic and global economic environments of organizations
3. Creation and distribution of goods and services
4. Human behavior in organizations

Development of the CMBA exam subject matter was directed under the supervision of Galton, pioneers in psychometric testing. Business school professors also contributed to the design and content of the exam.

"The CMBA will help companies improve their MBA hiring decisions by providing a universal evaluation tool to compare job candidates, regardless of MBA school or program type," said Dr. Bern Beatty, director of ICI's CMBA Academic Advisory Council. "It will also help set MBA students apart in a crowded job market, which is particularly important given current economic conditions and the record number of MBA graduates competing for fewer MBA-level jobs."

As an additional measure of a student's command of the fundamentals, a CMBA Skills Profile™ will be provided to all those taking the exam. The CMBA Skills Profile assesses students' performance in 10 subject areas, enabling them to identify their strengths and pursue opportunities to improve in areas where they may be weaker.

ICI received input from more than 140 MBA professors to develop weighted objectives for the diverse subject matter contained in the four MBA core curriculum areas. To ensure that the objectives are representative, contributing professors were selected from a wide variety of MBA schools. An initial list of more than 900 test items was developed to reflect the objectives of the subject matter. Test validity is ensured through a technical review of all items for accuracy, ambiguity, correctness and overall fit to the certification's purpose.

"By focusing on the core curriculum areas covered in all MBA programs, the CMBA exam allows for differences in teaching methods, coursework and specialty focus from one school to the next," said Beatty. "It is designed to confirm a student's mastery of the business fundamentals that all MBA students are expected to learn."

Upon registering for the CMBA, ICI will confirm the candidate is enrolled in or has graduated from a degree-granting MBA program. Students are encouraged to take the exam any time after completion of their core curriculum. Candidates who pass the exam but have yet to complete their MBA program will be given a provisional CMBA, and will receive their actual certification upon graduation. The CMBA exam is graded on a pass/fail basis.

Currently, ICI is screening a limited group of candidates based on demographic and academic criteria for the beta, or pilot, exam to be administered between November 1 and December 21, 2002. The beta exam will be used to create the final test design and determine the overall pass/fail standard. The CMBA will be awarded to all beta exam candidates achieving the pass/fail standard. The CMBA exam will go "live" in April 2003.

The CMBA exam will be administered at any of 380 Prometric computer-based testing centers located across the United States and Canada – the same testing facilities where aspiring MBA students take the Graduate Management Admission Test (GMAT). Prometric is the global leader in technology-enabled testing and assessment services, and also a division of Thomson Corp.

MBA students and graduates have the opportunity to sign up for the CMBA exam by visiting [www.CertifiedMBA.com](http://www.CertifiedMBA.com), or by calling ICI at 1-866-664-CMBA (1-866-664-2622).

**About ICI:**

**The International Certification Institute** was founded to develop and deliver the CMBA exam in conjunction with Galton Technologies and Prometric. Based in Mocksville, N.C., ICI is organized around its three primary constituencies - students, businesses and educators - and facilitates advisement and product development through its Council of Academic Advisors, Council of Business Advisors and Association of Certified MBAs (ACMBA). ICI's executive management is committed to working directly with this network of professional and academic bodies to add value to graduate business education and to the global institutions that depend on academic and certification institutions to educate business administrators.

**About ICI Partners:**

**Galton Technologies** ([www.galton.com](http://www.galton.com)), a part of Prometric, provides cutting-edge, computer-based assessment and state-of-the-art certification development services. Providing a customized mix of consulting, item and test development, data management, training, research and software tools, Galton offers solutions and support for creating legally defensible exams and quality certification programs. Galton has been a leader in IT certification development serving clients such as Cisco, Oracle, Compaq, Lucent Technologies, Novell, Sun Microsystems, NCR, Nortel Networks and Intel. Galton Technologies is headquartered in Lindon, Utah.

**Prometric** ([www.prometric.com](http://www.prometric.com)), a part of The Thomson Corporation, is the global leader in technology-enabled testing and assessment services for information technology certification, academic admissions, and professional licensure and certifications. Prometric delivers standardized tests for more than 200 clients, in more than 25 languages, over the web or through a network of more than 4,800 testing centers in more than 140 countries. Based in Baltimore, M.D., Prometric employs more than 3,000 employees worldwide.

**The Thomson Corporation** ([www.thomson.com](http://www.thomson.com)), with 2001 revenues of \$7.2 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information, software applications and tools to more than 20 million users in the fields of law, tax, accounting, financial services, higher education, reference information, corporate training and assessment, scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE & TSX: [TOC](#)).

###

---

<sup>1</sup> Association to Advance Collegiate Schools of Business Standards for Business Accreditation, February 2001