

WGU NEWS  
For Immediate Release  
Contact: Gwen Castaldi-WGU Dir. Of Public Relations  
801-274-3600

**Western Governors University Adopts Certified MBA Exam Competency Assessment**  
*Graduates achieve the Certified MBA designation*

**Salt Lake City, Utah – April 4, 2006** – Western Governors University ([www.wgu.edu](http://www.wgu.edu)), the nation's only competency-based MBA program, now delivers the Certified MBA Exam to its MBA candidates using the powerful web-based testing tool, Prometric Prime. WGU graduates earn the Certified Master of Business Administration designation along with their WGU degree.

WGU is the only regionally-accredited university that grants degrees based completely on competencies rather than on required courses. Students earn degrees by demonstrating their skills and knowledge through a series of assessments carefully designed to measure competency in their field of study. This approach provides a personalized and relevant educational program.

"The use of a nationally recognized certification exam as one of our competency assessments is an important part of many of our degree offerings," said President Bob Mendenhall. "It is entirely consistent with our approach of tying competencies to key industry requirements, and allowing our graduates to earn not only an accredited degree but professional certification at the same time."

"The CMBA Exam is the only universal tool that measures an MBA's grasp of the core business fundamentals, regardless of MBA school or program type," said Mike Mebane, co-founder and managing director of ICI. "WGU and their students can be confident that candidates passing the exam have a solid command of the MBA core curriculum, making this new professional designation a valuable means of verifying an MBA's proficiency to present or future employers while leveling the playing field in the job market."

According to Dr. Bern Beatty, career MBA educator and co-founder of the CMBA Exam, "Most business schools shy away from assessments used as a condition of advancement. It is refreshing to see WGU's approach holding both students and faculty accountable to a known standard."

The challenge of delivering a rigorous assessment in multiple locations and at multiple times was overcome using Prometric Prime. "Prometric Prime is much easier for us and our

students than paper and pencil administration. It provides us the opportunity for improved service to students in administration, scoring, and reporting results. We have been delighted with the program" stated Dr. Alec Testa, Director of Assessment at Western Governor's University.

The WGU Master of Business Administration is specifically designed for experienced business professionals and managers seeking upward career mobility. The program prepares a person for a mid-level to upper-level management position in business, industry, and non-profit organizations. Upon completion of the program, graduates earn the accredited Master of Business Degree and the Certified Master of Business Administration (CMBA) designation—the only nationally recognized acknowledgement of business knowledge competence.

**About Western Governors University (WGU):**

WGU is the only accredited university in the U.S. offering online competency-based degree programs. The private non-profit university was founded and is supported by 19 governors, as well as over 20 leading corporations and foundations. WGU offers bachelor's and master's degrees in information technology, business and education. More information is available at [www.wgu.edu](http://www.wgu.edu).

**About ICI:** The International Certification Institute, LLC was founded to develop and deliver the CMBA exam in conjunction with Prometric. Based in Winston-Salem, 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. 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 Prometric:** Prometric, a part of Thomson Learning, 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 300 clients, in more than 25 languages, over the Web or through a global network of testing centers in more than 121 countries.

**Contacts:**

Gwen Castaldi, Director of Public Relations

Western Governors University

[gcastaldi@wgu.edu](mailto:gcastaldi@wgu.edu)

1-801-290-3600

Mike Mebane, Managing Director

ICI and the CMBA Exam

[mmebane@certifiedmba.com](mailto:mmebane@certifiedmba.com)

1-336-817-8700

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