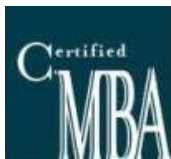


## FOR IMMEDIATE RELEASE



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### **ICI introduces the Graduate Business Assessment of Knowledge Exam (GBAK Exam)**

*Designed to measure, summarize and report cognitive skill and knowledge acquired during graduate or undergraduate business programs, the GBAK is the first universal Pre-Post Exam for business schools.*

**WINSTON-SALEM, N.C.** - The Graduate Business Assessment of Knowledge Exam is now available and designed to provide valuable measurement data to graduate and undergraduate business programs. Testing cognitive skill and knowledge in the ten MBA core curriculum subject areas, the GBAK Exam is a universal assessment of business knowledge taught at the graduate level. Taken as candidates enter the graduate program, the exam is a pre-assessment of prior knowledge. Taken as part of a capstone course as candidates exit the program, the exam is a post assessment of acquired knowledge. The GBAK is useful in measuring pre/post or "value added" knowledge for candidates or groups of candidates. It confirms the efficacy of the educational process to program administrators and accreditation bodies.

Covering 230 specific graduate level academic objectives, the GBAK Exam tests critical foundation knowledge in the following 10 subject areas:

1. Organizational Behavior
2. Strategy
3. Marketing Management
4. Operations Management
5. Macroeconomics
6. Microeconomics
7. Finance
8. Managerial Accounting
9. Financial Accounting
10. Quantitative Analysis

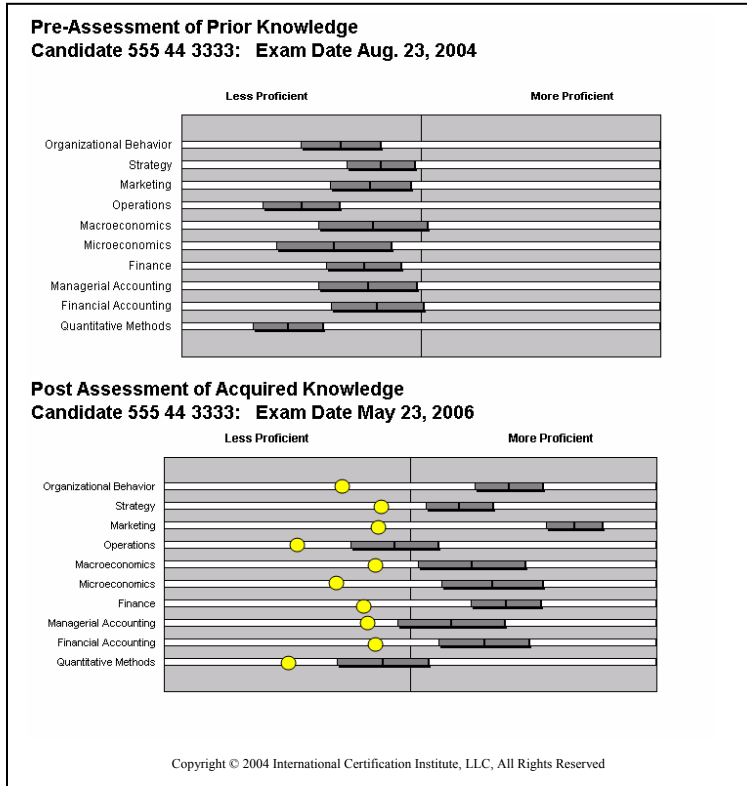
The GBAK is a 6-hour, paper-based, outcomes assessment with 260 items, delivered in two - three hour sessions. It is offered in a proctored environment on campus by a sponsoring educational institution. The academic objectives assessed by the GBAK are the same as those assessed by the Certified MBA Exam. Confidential summary reports are prepared for individual candidates and summarized for the institution.

"The GBAK is introduced at the request of graduate business programs that wanted a reliable pre/post assessment," said Mike Mebane, Managing Director of ICI. "The exam is psychometrically equivalent to the CMBA exam launched last year," Mebane continued, "so comparative data provides an excellent measure of the 'true value added' by the candidate's graduate business program and enhancing academic accountability." The GBAK exam serves as an excellent component of compliance for accreditation.

Taken as students enter programs, the GBAK provides a diagnostic report that can help the student and school counselors design the best program track for each individual student. "B-Schools admit students with wildly diverse educational and experiential backgrounds," said Mebane. "The GBAK exam defines the starting point of knowledge and cognitive skills for students as they enter the program." Indicated by subject area, simple graphic reports provide excellent diagnostic indicators of proficiency for individual students and for the overall program.

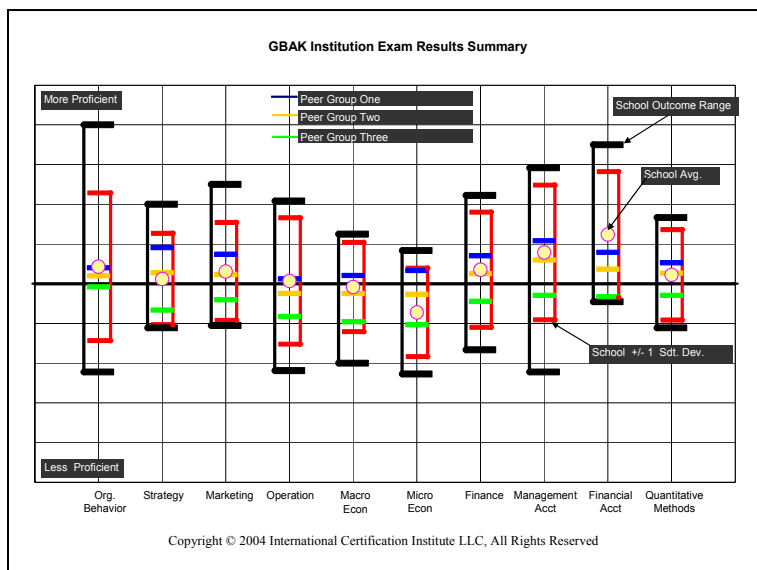
## Individual Candidate and Institutional Outcome Reports GBAK Skills Profile and Institutional Results Profile

Designed to graphically represent proficiency in each subject area, the GBAK Skills Profile and Institutional Profile are presented below:



In this case, the candidate's Skills Profile demonstrates limited proficiency in each subject area as he or she enters the graduate program.

Testing after completion of the core curriculum of the graduate business program demonstrates graphically the candidate's improvement in cognitive skills and knowledge in each of the subject areas tested. This report is available if the candidate sits for either the GBAK a 2<sup>nd</sup> time or the Certified MBA Exam.



Aggregating the individual outcomes yields an Institutional Results Profile report that summarizes overall proficiency for candidates from a particular institution compared to up to three related groups defined by the institution. Peer group comparisons can combine data from the Certified MBA Exam where candidates are motivated to achieve a successful outcome.

For more information about the CMBA or the GBAK exam, please log on to [www.certifiedmba.com](http://www.certifiedmba.com) or call 1-866-664-2622.