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## **NEW CERTIFICATION PROGRAM HELPS IMPROVE MBA HIRING DECISIONS**

*CMBA Objectively Measures Students' Command of MBA Core Curriculum*

**MOCKSVILLE, N.C.** – Corporate America is expected to have paid \$8.4 billion in first-year salaries to the record 112,258 MBA graduates in 1999-2000<sup>1</sup>, when calculated at the median annual base starting salary of \$75,000<sup>2</sup>. To help businesses better evaluate the fundamental skill set of an MBA job candidate and reduce the risk of a bad hire, the International Certification Institute (ICI), in conjunction with Galton Technologies, a part of Prometric and the leading provider of assessment and certification services, has developed the Certified MBA™, or CMBA, to confirm a student's command of the common body of knowledge required across all accredited MBA programs.

The versatile skill set of an MBA is extremely attractive to employers and serves as justification for the substantial salary premium paid by businesses. However, this fundamental skill set is currently often presumed rather than measured and confirmed. The increased need for competent new hires in today's economy requires an objective and standardized means to identify the most qualified candidates prior to the hiring decision.

"The CMBA is the only universal tool that measures an MBA student's grasp of the core business fundamentals, regardless of MBA school or program type," said Mike Mebane, co-founder and managing director of ICI. "Grade point averages, on the other hand, contain a degree of subjectivity based on various teaching styles, methods and programs, making them an unreliable tool to compare one student to another."

As developed, the CMBA measures an MBA student's mastery of the following 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:

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

These core curriculum areas typically comprise a majority of first-year MBA coursework in traditional two year MBA programs and normally represent approximately 40 percent of a student's total semester hours when taken at the graduate level<sup>3</sup>. They form the foundation for a student's specialty area of study.

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 match them with specific company needs.

"The CMBA could help corporate recruiters feel confident that the skill level of the person they are talking to meets certain standards," Mebane said. "This allows companies to focus on more subjective criteria, such as personality and leadership characteristics, to determine if the candidate would be a successful fit for their organization."

Also fueling the need for the CMBA is the explosive growth in the number of traditional and non-traditional MBA programs available to students. In the U.S. alone there are currently more than 900 universities offering a masters of business degree, and research by InterEd, Inc. recently predicted 50,000 students would be enrolled in online MBA programs in 2002, versus 5,000 students in 2000.

"The CMBA can serve as an important tool to expedite and improve the initial candidate screening process for recruiters," added Mebane. "The CMBA levels the playing field across all MBA programs, neutralizing the bias of school rank or reputation in the recruiting process and hiring decision."

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). Testing will begin in November 2002.

### **About ICI:**

**The International Certification Institute** was founded to develop and deliver the CMBA exam ([www.certifedmba.com](http://www.certifedmba.com)) 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.

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<sup>1</sup> U.S. Department of Education

<sup>2</sup> Source: Graduate Management Admission Council corporate recruiters survey

<sup>3</sup> Association to Advance Collegiate Schools of Business Standards for Business Accreditation, February 2001

<sup>4</sup> Association to Advance Collegiate Schools of Business Standards for Business Accreditation, February 2001