

Need Certification? Just A*S*K

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Session Goals

- Introduction to MBA Research
- Overview of Ask Exams
- Benefits of A*S*K certification
- Specific A*S*K certification exam offerings
- Options for preparing for A*S*K exams
- Setting Up Your Class for Testing

A*S*K Exams



A*S*K Institute Certification Exams

- **A**ssessment of **S**kills and **K**nowledge
- Industry-based proof of learning
- National, third-party documentation of learning achievement
- Increased student accountability

A*S*K Institute Certification Exams

- Based on industry-validated national standards for business administration
- Administered online to ensure valid, objective, and reliable test-taking and scoring
- Typically administered as an end-of-program exam for high school students
- Appropriate for all students of business
- Appropriate for postsecondary

Benefits of A*S*K Certification

- Portable credential for résumés and portfolios
- Evidence of preparation for college and career
- Opportunities for local articulation
- Preparation for CTSO competitive events
- Personalized recognition of individual students

Benefits of A*S*K Certification

- Increased accountability of business-related programs relative to national standards
- Guidance in the development and/or improvement of programs and curricula
- Recognition of faculty and program

A*S*K Institute Certification Exams

- Fundamental Business Concepts
- Fundamental Marketing Concepts
- Concepts of Finance
- Concepts of Entrepreneurship
- Concepts of Business Management
- Fundamentals of Ethics



A*S*K Institute Certification Exams

- Consist of 100 items, all multiple choice
- Assess student knowledge of key, significant content
- Move beyond regurgitation of information
- Tied to criterion-based cut scores
- Involve two levels of certification recognition
- Include individual recognition packages

A*S*K Certification Exam Offerings

Exam Name	Pretest	Practice Test	Post Test
Fundamental Business Concepts	✓	✓	✓
Fundamental Marketing Concepts	✓	✓	✓
Concepts of Finance	✓	✓	✓
Concepts of Entrepreneurship	✓	✓	✓
Concepts of Business Management	✓	✓	✓
Fundamentals of Ethics	✓	✓	✓

A*S*K Exam Format

- Contains 100 multiple-choice items
- Administered through a secure online testing vendor (currently WebXam)
- Test items composed of a self-contained stem (question) and four alternatives (choices), including three plausible, but not defensible, distractors
- Students have 100 minutes to complete the exam

A*S*K Certification Exam Pricing

Certification Exams: \$35.75 - \$65.00 per student

Discounted member price: \$25.00 - \$45.50 per student

Certification Pretests: \$12.00 - \$22.00 per student

Discounted member price: \$8.25 - \$15.00 per student

Certification Practice Tests: \$40 per exam

Discounted member price: \$28 per exam

Preparing for the A*S*K Exams

- Practice tests
- National standards for business administration
- LAP instructional modules
- Learning Center
- Course guides
- Most challenging textbooks appropriate for your students
- CTSO competitive events
- Tips in our newsletter

Preparation Resources Per Exam

A*S*K Fundamental Business Concepts

Ethical Leadership (1 semester) + Business and Marketing Essentials + [Marketing Principles OR Principles of Entrepreneurship OR Introduction to Management OR Introduction to Finance]

A*S*K Fundamental Marketing Concepts

Ethical Leadership (1 semester) + Business and Marketing Essentials + Marketing Principles + Marketing Applications

A*S*K Concepts of Entrepreneurship

Ethical Leadership (1 semester) + Business and Marketing Essentials + Principles of Entrepreneurship + Advanced Entrepreneurship

Preparation Resources Per Exam

A*S*K Concepts of Business Management

Ethical Leadership (1 semester) + Business and Marketing Essentials + Introduction to Management + [Financial Analysis for Managers OR Principles of Accounting]

A*S*K Concepts of Finance

Ethical Leadership (1 semester) + Business and Marketing Essentials + Introduction to Finance + [Financial Management OR Principles of Accounting]

A*S*K Fundamentals of Ethics

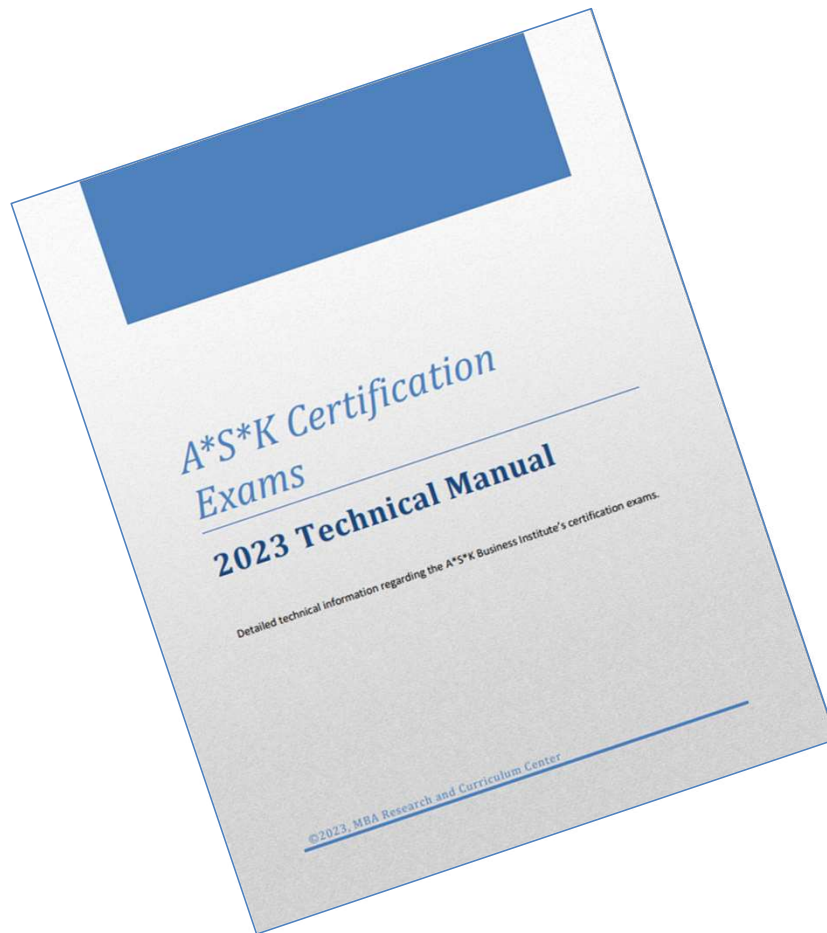
Ethical Leadership (2 semester)

Credentials for *A//Business Administration* Students - A*S*K Certification Exams

- Fundamental Business Concepts
- Fundamental Marketing Concepts
- Concepts of Finance
- Concepts of Entrepreneurship
- Concepts of Business Management
- Fundamentals of Ethics (email service@mbaresearch.org)



Information on additional MBA Research Assessments
is available at mbaresearch.org



askinstitute.org

- The A*S*K Certification Technical Manual provides detailed information regarding the A*S*K Business Institute's certification exams
- Available on the [ASKinstitute.org](https://askinstitute.org) website



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Industry - Backed Certification Exams



Welcome!

We offer independent proof of learning for and about business, marketing, management, finance, entrepreneurship, and ethics. A*S*K certification is a critical tool for serious students of business who wish to document their understanding of key business skills, their willingness to be accountable for their learning, and their interest in positioning for employment and promotion.

The A*S*K Business Institute is an initiative of [MBA Research and Curriculum Center](#). A*S*K exams and certificates are based on performance indicators derived from MBA Research's continuing research of the business community.

More information on A*S*K Certification Exams available at

askinstitute.org

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Fundamental Business Concepts Exam

- Business Law (BL): 1%
- Communication Skills (CO): 7%
- Customer Relations (CR): 9%
- Economics (EC): 16%
- Emotional Intelligence (EI): 22%
- Financial Analysis (FI): 7%
- Human Resource Management (HR): 1%
- Information Management (NF): 6%
- Marketing (MK): 2%
- Operations (OP): 13%
- Professional Development (PD): 15%
- Strategic Management (SM): 1%

Specifications
are for general
information only

Fundamental Business Concepts Exam

Business Law (BL)

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

BL:163 Comply with the spirit and intent of laws and regulations (CS) LAP-BL-163

Communication Skills (CO)

Read to acquire meaning from written material and to apply the information to a task.

CO:054 Identify sources that provide relevant, valid written material (PQ)

CO:055 Extract relevant information from written materials (PQ)

Apply active listening skills to demonstrate understanding of what is being said.

CO:082 Explain communication techniques that support and encourage a speaker (PQ)

CO:017 Demonstrate active listening skills (PQ) LAP-CO-017

Apply verbal skills to obtain and convey information.

CO:147 Explain the nature of effective verbal communications (PQ)

CO:058 Ask relevant questions (PQ)

CO:059 Interpret others' nonverbal cues (PQ)

A listing of Performance Indicators identified for this exam available on the askinstitute.org website under certifications

Digital Badge: Fundamental Business Concepts A*S*K Certification Exam

Badge holder demonstrated understanding of fundamental skills and requisite knowledge needed by all business professionals for continued employment. Skills and concepts assessed focus on business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human-resources management, marketing, information management, operations, professional development, and strategic management.



Fundamental Marketing Concepts Exam

- Business Law (BL): 1%
- Channel Management (CM): 2%
- Customer Relations (CR): 7%
- Economics (EC): 13%
- Emotional Intelligence (EI): 8%
- Financial Analysis (FI): 2%
- Human Resources Management (HR): 1%
- Information Management (NF): 6%
- Marketing-Information Management (IM): 8%
- Marketing (MK): 4%
- Market Planning (MP): 5%
- Operations (OP): 6%
- Pricing (PI): 3%
- Product/Service Management (PM): 12%
- Professional Development (PD): 6%
- Promotion (PR): 8%
- Selling (SE): 7%
- Strategic Management (SM): 1%

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Fundamental Marketing Concepts Exam

Business Law (BL)

Apply knowledge of business ownership to establish and continue business operations.

BL:003 Explain types of business ownership (CS) LAP-BL-003

Channel Management (CM)

Acquire foundational knowledge of channel management to understand its role in marketing.

CM:001 Explain the nature and scope of channel management (CS) LAP-CM-001

CM:003 Explain the nature of channels of distribution (CS) LAP-CM-003

CM:006 Describe ethical considerations in channel management (SP)

A listing of Performance Indicators identified for this exam available on the askinstitute.org website under certifications

Concepts of Finance Exam

- Business Law (BL): 3%
- Customer Relations (CR): 10%
- Economics (EC): 19%
- Emotional Intelligence (EI): 6%
- Financial Analysis (FI): 32%
- Financial-Information Management (FM): 3%
- Human Resources Management (HR): 1%
- Information Management (NF): 7%
- Marketing (MK): 2%
- Operations (OP): 8%
- Professional Development (PD): 7%
- Strategic Management (SM): 2%

Specifications are for general information only

Concepts of Entrepreneurship Exam

- Business Law (BL): 1%
- Channel Management (CM): 2%
- Economics (EC): 13%
- Emotional Intelligence (EI): 9%
- Entrepreneurship (EN): 17%
- Financial Analysis (FI): 4%
- Human Resources Management (HR): 1%
- Information Management (NF): 7%
- Marketing (MK): 1%
- Market Planning (MP): 12%
- Operations (OP): 6%
- Pricing (PI): 4%
- Product/Service Management (PM): 8%
- Professional Development (PD): 4%
- Promotion (PR): 4%
- Strategic Management (SM): 7%

Specifications are for general information only

Concepts of Business Management Exam

- Business Law (BL): 1%
- Customer Relations (CR): 10%
- Economics (EC): 13%
- Emotional Intelligence (EI): 7%
- Financial Analysis (FI): 7%
- Human Resources Management (HR): 2%
- Information Management (NF): 2%
- Knowledge Management (KM): 2%
- Marketing (MK): 2%
- Operations (OP): 23%
- Professional Development (PD): 5%
- Project Management (PF): 5%
- Quality Management (QM): 2%
- Risk Management (RM): 1%
- Strategic Management (SM): 12%

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Fundamentals of Ethics Exam

- Business Law (BL): 2%
- Communication Skills (CO): 3%
- Emotional Intelligence (EI): 78%
- Operations (OP): 7%
- Professional Development (PD): 10%

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Thank you!

