Are your students…

Ready for Business?

Assessment of Skills and Knowledge for Business

A•S•K Business Institute offers independent proof of learning for and about business:

✅ Business Principles
✅ Entrepreneurship/Management
✅ Finance
✅ Marketing

A•S•K Business Institute is a partnership with the business community, trade and professional associations, and educational institutions nationwide.

Endorsed and validated by leading business professionals throughout the nation! (www.ASKInstitute.org)

Email: ASKInstitute@MBAResearch.org  Call 1-800-448-0398
Key Characteristics

- Appropriate for all students of business—high school, college, early-career professionals
- Exam-based certification averaging 100–150 items each
- Competency-based exams (NOT grade-level specific) open to all
- Complete content specifications available online
- Criterion-based “cut” scores determine certification independent of other examinees
- Continually updated question sets based on statistical analyses of scoring data
- Instant feedback for individual examinees at conclusion of test
- End-of-testing feedback for test administrator (individual and aggregate data)
- Comparative data available to authorized individuals
- Individual recognition program
- Available exams:
  - Concepts of Entrepreneurship and Management
  - Concepts of Finance
  - Fundamental Business Concepts
  - Fundamental Marketing Concepts

The A•S•K exam is on target in measuring what marketing students should know or be able to do. It is far superior in measuring what our future marketing teachers should know than is the dated one we currently use.

— Dr. Rich James,
University of Wisconsin–Whitewater

Benefits of Certification

The A•S•K Institute certification program addresses many specific needs of contemporary professional and technical career programs and offers specific benefits to each individual earning one or more certifications. Benefits vary based on local environment, but may include:

- Proof of Learning for student resumes and portfolios
- Clear evidence of preparation for career and career advancement
- Documentation of challenging course electives for college application
- Preparation for competitive events, high school or college
- Portable credentialing for individual students
- Increased accountability relative to national standards
- Focus on results rather than process
- Improved positioning with the business community
- Independent documentation of student achievement
- Responsiveness to local, state, and national funding initiatives
- Improved positioning within the local academic environment
- Statistical data for program/course improvement
- Documentation for potential articulation, including advanced placement, dual credits, etc.
- Personalized recognition of individual student, faculty and program(s)

Exam Options

A•S•K exams are administered online by:
MBAResearch (www.MBAResearch.org) and NOCTI (www.NOCTI.org)
Any school or testing center may be licensed as a testing site.

About the Exams

Details on the A•S•K Business Institute certifications and specific information on each available exam are available at www.ASKInstitute.org. Questions may be addressed to ASKInstitute@MBAResearch.org or call MBAResearch at 800.448.0398.

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