



- **National certification:** marketing and business administration
- **Objective documentation** of business skills and knowledge
- Examination **independent of classroom** instruction
- **Business-validated** standards and performance indicators
- Industry-based and **endorsed by business leaders** nationwide
- **Recognition** of high achievers and exemplary performance
- **Core and specialized** exams
- **Portable credential** for resume and portfolio
- Supports course and **program evaluation** and improvement

A•S•K certification makes a significant statement about the quality of local programs and their effectiveness in preparing students for college business majors and for employment advancement.

James R. Gleason, Ph.D.
President, MBAResearch

www.ASKInstitute.org

CERTIFIED!

Are your students...
**Ready for
Business?**

Assessment of **S**kills
and **K**nowledge 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)

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

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.

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)

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.