

Test Content – MFT MBA

The Major Field Test for Master of Business Administration (MFT-MBA) contains 124 multiple-choice questions, half of which are based on short case-study scenarios. Programs can choose when and where to administer the test. The test, which must be given by a proctor, is designed to take three hours and may be split into two sessions. Mathematical operations do not require the use of a calculator.

Most of the questions require knowledge of specific information drawn from four content areas: marketing, management, finance and managerial accounting. Some questions require strategic integration skills — the ability to integrate knowledge of two or more content areas. The test also includes questions that focus on: international business, information technology, the legal and regulatory environment, business ethics and social responsibility, quantitative analysis, and managerial economics.

A unique feature of MFT-MBA design is the capability of measuring critical thinking ability — that is, the test assesses the ability to:

- analyze and interpret data
- apply concepts and ideas
- analyze theories and relationships deductively and inductively

The overall scaled score measures critical thinking and reasoning within the domain of a standard MBA curriculum.

While MBA curricula encompass many subfields and specialties, the MFT-MBA examination is designed to assess skills and subject matter common to most programs. The distribution of the content areas and a list of the topics covered are as follows:

MFT MBA Test Outline

I. Marketing (25%)

A. Strategic Marketing Metrics and Control Mechanisms

- ✓ Environment Scanning and Marketing Planning
- ✓ Innovation

B. Buyer Behavior

- ✓ Consumer and Business Purchasing Processes
- ✓ Factors Influencing Consumer and Business Purchasing
- ✓ Segmentation

C. Market Research

- ✓ Competitive Intelligence
- ✓ Research Process, Concepts and Tools
- ✓ Managerial Decision Making

D. Marketing Planning: Target Segments and Marketing Mix

- ✓ Specifying Target Markets
- ✓ Pricing
- ✓ Products/Services
- ✓ Promotion
- ✓ Channels & Distribution/Supply Chain

II. Management (25%)

A. Organizational Behavior Leadership

- ✓ Teams
- ✓ Conflict
- ✓ Negotiation
- ✓ Motivation

B. Human Resource Management Recruiting and Selection

- ✓ Compensation
- ✓ Employment Planning
- ✓ Training and Development

C. Organizational Theory

- ✓ Organizational Change & Development
- ✓ Organizational Structure Design
- ✓ Systems Thinking
- ✓ Entrepreneurship/Small Business Management

D. Operations Planning/Management Science

- ✓ Quantitative Decision Making Models
- ✓ Quality/Process Management
- ✓ Supply Chain Logistics
- ✓ Planning
- ✓ Control
- ✓ Service Management

III. Finance (25%)

- ✓ Corporate Finance
- ✓ Capital Budgeting
- ✓ Cost of Capital
- ✓ Capital Structure
- ✓ Dividend Policy
- ✓ Working Capital Management
- ✓ International Finance

B. Investments

- ✓ Financing Instruments
- ✓ Risk and Return
- ✓ Securities Valuation and Analysis
- ✓ Options, Futures and Other Derivatives

C. Financial Markets and Institutions

- ✓ Capital Markets
- ✓ Money Market
- ✓ Market Efficiency
- ✓ Investment Banking

IV. Accounting (25%)

A. Relevant Cost

- ✓ Theory of Constraints
- ✓ Special Order
- ✓ Make or Buy
- ✓ Transfer Pricing
- ✓ Sell or Process Further

B. Resource Planning and Analysis

- ✓ Forecasting
- ✓ Cash Budgeting
- ✓ Variance Analysis

C. Cost-Volume-Profit Analysis

- ✓ Cost Behavior
- ✓ Break-Even Analysis
- ✓ Target Profit

D. Product Costing

- ✓ Absorption vs. Variable
- ✓ Activity-based
- ✓ Process vs. Job Order
- ✓ Byproduct

E. Financial Reporting and Analysis

- ✓ Financial Statements
- ✓ Financial Ratios
- ✓ Regulatory Environment

<https://www.ets.org/mft/about/content/mba>