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