



News Brief - 4/3/06

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WGU Adopts CMBA Exam for MBA Candidates

SALT LAKE CITY -- Western Governors University (www.wgu.edu), the nation's only competency-based MBA program, now delivers the Certified MBA Exam to its MBA candidates using the powerful Web-based testing tool, Prometric Prime. WGU graduates earn the Certified Master of Business Administration designation along with their WGU degree, and WGU is presently the only university to require it. In addition, WGU has been ranked a 16th Best Buy for regionally accredited MBA's by GetEducated.com, a clearing house for online degree information.

WGU is the only regionally accredited university that grants degrees based completely on competencies rather than on required courses. Students earn degrees by demonstrating their skills and knowledge through a series of assessments carefully designed to measure competency in their field of study. This approach provides a personalized and relevant educational program.

"The use of a nationally recognized certification exam as one of our competency assessments is an important part of many of our degree offerings," said President Bob Mendenhall. "It is entirely consistent with our approach of tying competencies to key industry requirements, and allowing our graduates to earn not only an accredited degree but professional certification at the same time."

"The CMBA Exam is the only universal tool that measures an MBA's grasp of the core business fundamentals, regardless of MBA school or program type," said Mike Mebane, co-founder and managing director of ICI. "WGU and their students can be confident that candidates passing the exam have a solid command of the MBA core curriculum, making this new professional designation a valuable means of verifying an MBA's proficiency to present or future employers and colleagues while leveling the playing field in the job market."

According to Dr. Bern Beatty, career MBA educator and co-founder of the CMBA Exam, "Most business schools shy away from assessments used as a condition of advancement. It is refreshing to see WGU's approach holding both students and faculty accountable to a known standard."

The challenge of delivering a rigorous assessment in multiple locations and at multiple times was overcome using Prometric Prime. "Prometric Prime is much easier for us and our students than paper and pencil administration. It provides us the opportunity for improved service to students in administration, scoring, and reporting results. We have been delighted with the program," stated Dr. Alec Testa, director of assessment at WGU.

The WGU Master of Business Administration is specifically designed for experienced business professionals and managers seeking upward career mobility. The program prepares a person for a mid-level to upper-level management position in business, industry, and non-profit organizations. Upon completion of the program, graduates earn the accredited Master of Business Degree and the Certified Master of Business Administration (CMBA) designation—the only nationally recognized acknowledgement of business knowledge competence. More information is available at www.wgu.edu/cmbaexam.