Analyses of Educational Testing Service’s (ETS’) Major Field Test 2014

RFP – Summer Assessment Grant 2014

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ETS Test Report for Spring 2014

Analyses of Educational Testing Service’s (ETS’) Major Field Test

Executive Summary

The objectives of the Summer Assessment Grant application were to assess the differences in ETS test performance across different majors in MCOB and compare performance of MCOB students against performance of all students in the US taking the ETS Major field test, and more importantly, against all students taking test from AACSB schools. The trend analysis of ETS scores during 2011, 2012, 2013, and 2014 was also conducted to further inform the Assurance of Learning process at MCOB.

The key findings are as follows (percentile comparisons are based on Individual student scores available on page 8 and 9 of MFT 2013 Comparative Data Guide released by the ETS):

a) For the 2014 ETS major field test, 252 MCOB students took the test – the highest number of students took the test during this period. The mean test score of 155 (57th percentile) was above the mean test score of 152 (48th percentile) among 128,136 students across the US who took the test between September 2012 and June 2013. Comparison against this nationally representative group of undergraduate business students shows that the knowledge of business concepts among students at MCOB is well above the national average.

b) Of the 252 students taking the 2014 ETS major field test, 15 students scored in 90th percentile or above, and 64 students scored at 75th percentile or above. Forty-eight percent of the students scored at 50th percentile or above.

c) Students from eight majors were compared to assess inter-major differences in test scores. Although there was no statistically significant difference among the scores across the majors, Accounting majors had the highest scores (161.70 points) and Business Administration and Marketing/Sales had lowest scores, however, these scores are comparable to national and AACSB school averages.

d) Trend analysis shows that the differences in scores of Major Field tests have not been statistically different over 2011, 2012, 2013 and 2014. However, student participation increased substantially from 128 students in 2011 to 181 students in 2012 to 235 students in 2013. And to 252 students in 2014. Overall average among 796 students taking test in the past four years is 156.14 (60th percentile). Stable scores across years with increasing participation of students is indicative of greater reliability of these scores.
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Overall Performance in 2014

In Spring 2014, across five sections of MGT 491 class 252 students took the test. The percentile distribution of student scores is below. The mean score was 155 with a standard deviation of 15 points. The average percentile based on the score of 155 was 57 percentile.

Out of 252 students taking the exam, 42 students scored in 90th percentile or higher and 86 scored above the 75th percentile. Among the 252 students 157 students (62.30%) scored above 50th percentile. Only 36 students scored at 15th percentile or below.
Comparison of MCOB Students against National Benchmarks

Student performance in the ETS tests from 2011 through 2014 and for 2014 ETS major field tests was compared against two national benchmarks. First, comparing MCOB students with student scores at peer AACSB accredited institutions provides a better understanding of our student performance. Although comparison to a national sample of test takers is readily available, we made a special request to the ETS to provide aggregate percentile, scaled score, and raw score reports only for students from AACSB accredited schools. The list of AACSB schools provided by the ETS was then matched independently to confirm school membership to the accreditation body.

Chart below shows that MCOB students had comparable scores with students in AACSB sample and compared to students in the national sample. Overall, MCOB student scores are above the national average in the subsample of AACSB schools and the national sample.\footnote{The AACSB schools scores are based on information in the MFT 2012 Comparative Data Guide report provided at a special request from the ETS.}
Major-wise breakdown of the 2014 ETS Major Field Test

The chart below shows the number of students taking the test from each major and the mean and standard deviation of their raw score:

A mean difference test showed no statistical difference in test scores across the majors ($p > 0.10$). However, the accounting majors scored higher on average and Business Administration and Marketing and Sales major scored the lower on average.
ETS Area Assessment Summary

Below is the distribution of student performance across different areas of the ETS test. The chart shows that students performed the best in Marketing subject area (60% correct) followed closely by Management (59% correct) and Legal and Social Issues (59% correct). The lower performing areas were Quantitative Business Analysis (40% correct) and International Issues (42% correct).
Demographic Summary for 2014 ETS Major Field Test

As additional background information, 51% of the students (128 students) taking the test were female, however, 17% of the students did not provide a response on their Sex. Among the 252 students taking the test 65% (165 students) identified as White, and 3% (8 students) as African American and 7% (17 students) as Other race.

The overall and major-specific GPA distribution of students is below:

![Overall GPA Distribution](chart)

![Major-Specific GPA](chart)
Trend Analysis from 2011 to 2014

All the aggregate data on ETS tests from previous years were collated. This must also be seen in the light of significant increase in student participation from 128 students in 2011 to 252 students in 2014 (96%) percent increase. The trend analysis showed below indicates a steady increase in students taking the test from 128 students in 2011 to 252 in 2013. Despite increasing participation the scores have remained steady, and we there is no significant difference in score across the years ($p > 0.10$). The standard deviation of scores for each year between 2011 and 2014 is 1.13 points, indicating a steady trend and increasing participation. Although the mean score has declined by 2.66 points between 2014 and 2011, however, there were no statistically significant change in ETS scores over the past four years.