

Cut Scores for Exam-Based Digital Badges

A*S*K certifications/digital badges are awarded on the basis of criterion-based cut scores established in early 2025 using the modified Angoff method. The cut scores for the remainder of our exam-based digital badges (i.e., Standard/Instructional Area, End-of-Course, End-of-Program, and *High School of Business*[™]) are based on experience with comparable exams and with data collected during the content validation.

All of MBA Research's cut scores determine badges independent of other examinees.

Standard/Instructional Area (Level 1 and Level 2 exams): **80%**

End-of-Course (Level 3 exams): **70%**

End-of-Program (Level 4 exams): **70%**

***High School of Business*[™]** (Level 5 exams): **70%**

A*S*K Certifications (Level 5 exams):

Individuals scoring at or above each cut scores are recognized as Certified High Achievers, while examinees who score 90% or higher are recognized as Certified Exemplary Achievers.

- Fundamental Business Concepts 63%
- Fundamental Marketing Concepts 52%
- Fundamentals of Ethics 70%
- Concepts of Business Management 65%
- Concepts of Finance 60%
- Concepts of Entrepreneurship 60%