

IMPORTANT

THE ROLE OF THE AMERICAN UNIVERSITY IN DUBAI IS LIMITED TO:

- (1) PROVIDING THE TESTING SERVICE REQUIRED BY DUBAI ECONOMY FOR INITIATING THE LICENSURE PROCESS, AND**
- (2) DELIVERING THE QUALIFYING COURSES REQUIRED FOR COMPLETION OF THE LICENSURE PROCESS BY DUBAI ECONOMY.**

QUESTIONS RELATED TO THE REQUIREMENTS FOR LICENSURE OR TO THE STATUS OF APPLICATIONS FOR LICENSE ISSUANCE, RENEWAL OR AMENDMENT SHOULD BE ADDRESSED DIRECTLY TO DUBAI ECONOMY. THE AMERICAN UNIVERSITY IN DUBAI DOES NOT HAVE THIS INFORMATION AND IS NOT AUTHORIZED TO ANSWER SUCH QUERIES.

THE INFORMATION BELOW IS ALL THE INFORMATION ABOUT THE MANAGEMENT SKILLS PLACEMENT TEST THAT CAN BE PROVIDED TO CANDIDATES. NO ADDITIONAL INFORMATION CAN OR WILL BE PROVIDED BY TELEPHONE, E-MAIL OR BY TRYING TO MEET WITH ANY STAFF MEMBERS OF THE AMERICAN UNIVERSITY IN DUBAI.

INDIVIDUALS MUST NOT CALL, EMAIL OR COME TO AUD AND REQUEST ENTRY TO MEET WITH AUD STAFF, DISCUSS DUBAI ECONOMY'S LICENSURE REQUIREMENTS, OR OBTAIN MORE INFORMATION ABOUT THE TEST THAN WHAT IS PROVIDED BELOW. ACCESS TO AUD'S CAMPUS WILL UNFORTUNATELY BE DENIED IN ALL SUCH CASES.

THE MANAGEMENT SKILLS PLACEMENT TEST: GENERAL INFORMATION

Taking the Management Skills Placement Test (MSPT) at the American University in Dubai (AUD) is the initial step in the process of fulfilling the qualification requirements that have been set by Dubai Economy (effective February 15, 2018) for consulting firms' license issuance, renewal and amendment.

The MSPT is a two-hour general aptitude/placement test which covers the basic principles and concepts of business management in key functional areas (e.g., finance, marketing, management). The MSPT is computer-based and is administered at AUD on specific dates in Room E 304.

The MSPT consists of four parts (described below). Candidates are required to answer all questions in all parts of the test. The test is designed to emphasize reflection and analysis of real-life situations and cases rather than factual knowledge that is based on rote memory.

Part One:	Basic Marketing Questions (24 Points)
Part Two:	Basic Financial Management Questions (20 Points)
Part Three:	Basic Management Questions (20 Points)
Part Four:	Three Short Cases (36 Points)
Total:	100 Points
Passing Score:	60 Points out of 100

RECOMMENDED REFERENCE MATERIALS (OPTIONAL)

There is a wide range of resources available on the internet and in print for those interested in reviewing or learning more about the above topics. Selected resources can be accessed directly by clicking the links below. Candidates may also search for other online and print resources on their own.

Basic Marketing Resources

www.auburn.edu/~lettwil/ch1_4p.ppt
www.auburn.edu/~lettwil/ch2_4p.ppt
www.auburn.edu/~lettwil/ch3_4p.ppt
www.auburn.edu/~lettwil/ch4_4p.ppt
www.auburn.edu/~lettwil/ch5_4p.ppt
www.auburn.edu/~lettwil/ch6_4p.ppt
www.auburn.edu/~lettwil/ch7_4p.ppt
www.auburn.edu/~lettwil/ch8_4p.ppt
www.auburn.edu/~lettwil/ch9_4p.ppt
www.auburn.edu/~lettwil/ch10_4p.ppt
www.auburn.edu/~lettwil/ch11_4p.ppt
www.auburn.edu/~lettwil/ch12_4p.ppt
www.auburn.edu/~lettwil/ch13_4p.ppt

Basic Finance Resources

[Brooks PP Ch 1 RTP.ppt](#)
[Brooks PP Ch 2 RTP.ppt](#)
<https://www.slideshare.net/craigwbrown/net-present-value-a>

Basic Management Resources

<http://staffweb.ncnu.edu.tw/clhung/Management/chap001.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap002.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap003.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap004.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap005.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap006.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap007.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap008.ppt>
<http://staffweb.ncnu.edu.tw/clhung/Management/chap010.ppt>

TAKING THE TEST: INSTRUCTIONS, RULES, TERMS & CONDITIONS

Registration and payment for the test **must be done online (at <https://cepps.aud.edu>)** using a valid credit card. Responsibility for credit card validity and acceptance for making payment rests entirely with each candidate.

To ensure that the test is conducted in a smooth, problem-free manner and that the integrity of the test and the testing process is safeguarded, candidates are required to follow meticulously the following instructions:

1. Testing will take place on specific dates (see attached schedule) from 7:00 p.m. to 9:00 p.m. (12:00 p.m. to 2:00 p.m. during Ramadan) in a computer lab (E 304) on the 3rd floor of the School of Engineering Building. There will be signs on campus directing candidates to the test venue.
2. Candidates must be present outside E 304 15 minutes before the test begins, i.e., no later than 6:45 p.m. (11:45 a.m. during Ramadan).
3. Candidates must bring to the test venue their (a) valid Emirates ID card (for UAE residents) or valid passport (for non-resident visitors); (b) a copy of the e-mail/receipt confirming their registration for the specific test date.
4. Candidates who do not have the required ID and registration confirmation will not be allowed to take the test, even if their names are on the proctor's list. They will be asked to leave the room immediately.
5. Candidates will not be allowed to log in and start taking the test until the test begins at the set time and they are told by the proctor that they may start.
6. To log in, candidates must use the same e-mail address they used when they registered for the test. It is the candidates' responsibility to remember (or bring with them) this e-mail address; otherwise, they will not be able to log in and take the test. In this case, it will be their responsibility to register and pay again online to take the test at a future date. (**There will be no refund of the registration fees for the missed test.**)
7. After the test begins, candidates who arrive late will not be allowed to enter and take the test. It will be their responsibility to register and pay again online to take the test at a future date. (**There will be no refund of the registration fees for the missed test.**)
8. The same rule (**no refund**) will apply to candidates who do not show up to take the test on the date for which they registered.
9. Candidates are not allowed to ask questions or request clarifications from the proctor about the contents of the test. Engaging the proctor in conversation is also not allowed.
10. Talking or other forms of communication between candidates during the test are strictly prohibited. Any attempt to engage in such communication will be considered a breach of integrity. Other prohibited acts, including but not limited to disruptive behavior, possessing mobile phones, smart watches or other communication devices, notes, or other unauthorized materials, will also constitute a breach of integrity. The candidate(s) involved will have their tests disqualified and will be reported to Dubai Economy. This may negatively affect the candidates' licensing application.
11. At the end of the two-hour test period, the proctor will announce that time is up. Candidates must then **immediately** stop answering the test and remove their hands from the keyboard. Failing to do so may result in a candidate's test being disqualified.

12. A candidate who finishes taking the test before the end of the two-hour test period must remain seated and raise his/her hand. The proctor will come to the candidate's desktop and verify that the test has been properly submitted. The candidate will be required to sign confirming submission. The same procedure applies at the end of the test: the proctor will go around and verify proper submission before candidates can leave.

13. Upon submission of the test, candidates will see a pop-up informing them that they can view their test result and score by logging into their account on the CEPPS website at <https://cepps.aud.edu>.

14. Candidates who pass the test will receive an e-mail notifying them when their CEPPS certificate will be available for pick-up. They can pursue their licensure transaction directly with Dubai Economy.

15. Candidates who fail the test will be required to take and pass a five-day qualifying course at AUD. The course includes an exam at the end.

16. To register for the required qualifying course, candidates must go to <https://cepps.aud.edu>, click the Dubai Economy logo at the top right and log in.

17. The Management Skills Placement Test (MSPT) is administered by CEPPS at the American University in Dubai for Dubai Economy, which officially approved the test. **The scores achieved by candidates upon taking the test are final. Candidates are not allowed to question or request a review or discussion of their scores or of the MSPT structure, contents and scoring system. AUD-CEPPS will not entertain such requests.**

2018 Management Skills Placement Test Dates

7:00PM – 9:00PM

(* September 4 and December 4 exam offerings are in Arabic)

September	3
September	4*
September	12
September	19
September	26
October	1
October	8
October	15
October	22
October	31
November	7
November	14
November	21
November	26
December	4*
December	5
December	10
December	17

Management Skills Placement Test

7:00PM – 9:00PM E-304

2019 Examination Dates	
January	7
January	16
January	21
January	30
February	4
February	13
February	18
February	20 (A)
February	27
March	4
March	13
March	18
March	27
April	1
April	10
April	15
April	24
April	29
May	1
May	6*
May	15*
May	20*
May	29*
June	10
June	12 (A)
June	19
June	24
July	3
July	8
July	17
July	22
July	31

Management Skills Placement Test

7:00PM – 9:00PM E-304

August	5
August	19
August	28
September	2
September	11
September	16
September	18 (A)
September	25
September	30
October	9
October	14
October	23
October	28
November	6
November	13
November	18
November	27
December	9
December	11 (A)
December	18

*12:00 p.m. – 2:00 p.m. during Ramadan.

(A): The test on these dates will be administered in Arabic.