EXCELSIOR COLLEGE

7 Columbia Circle, Albany, NY 12203-5159
Phone: **518.608.8211** | Toll Free: **888.647.2388** | Fax: 518.464.8777
WWW.EXCELSIOR.EDU/CPD

CENTER FOR PROFESSIONAL DEVELOPMENT

CERTIFIED GLOBAL BUSINESS PROFESSIONAL

400 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD040** || Course Cost: **$2495**

OVERVIEW

The North American Small Business International Trade Educators Association (NASBITE) Certified Global Business Professional (CGBP) Credential provides a benchmark for competency in global commerce. The CGBP designation demonstrates your ability to conduct global business. If you're experienced in international trade, the certification provides recognition of your knowledge. If you're just beginning a career in international business, the certification establishes your commitment to professional development.

The Certified Global Professional Online Program was created by academics, industry practitioners, and professionals who assisted in the development of the credential, and it's facilitated by instructors with extensive backgrounds related to the material. The Certified Global Business Professional Program prepares you for the credential exam by educating you in four areas: global management, global marketing, supply chain management, and trade finance.

Global Management
Review essential management skills in an international business context. You'll learn about setting a mission and vision for a global business enterprise; developing a global business plan; conducting research in an international environment; understanding the nuances of cultural, legal, political, and regulatory differences; and using technology to support global trade.

Global Marketing
This module focuses on marketing, including: assessing the external environment, performing strengths-weaknesses-opportunities-threats (SWOT) analyses, conducting international market research, developing a marketing plan and budget, determining the global marketing mix (product, price, placement, and promotional strategies), and conducting competitor analyses.

Supply-chain Management
This module delves into all aspects of managing supply-chain logistics, including: transportation modes; taxes, duties, and quotas; trade agreements; packaging requirements; use of intermediaries; documentation requirements; legal and regulatory requirements; insurance; trade conventions; and the offshore procurement process.

Trade Finance
This module will provide you with an overview of essential skills for managing financial transactions in international trade. Topics covered include political and economic risks, foreign exchange tactics and risks, credit and payment risks, optimal terms of payment, arranging financing, and setting the business's overall financial plan.

OBJECTIVES

After completing this program, you'll be familiar with material included in the Certified Global Business Professional examination, including:

- Evaluating the internal and external environment to identify potential marketing threats and opportunities
- Developing and implementing a global marketing plan
- Optimizing supply-chain solutions to meet the requirements of the international business plan
- Evaluating and selecting potential intermediaries to support the international business plan
- Completing documents required for the international movement of product and services
- Assessing political and economic risks and cultural issues of the target country to establish financial costs and viability
- Researching and analyzing credit history and payment capacity of the potential buyers or partners to assess the commercial risk
- Selecting appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers, and international joint ventures
- Developing a short-, medium-, and long-term financial plan

OUTLINE

1. Global Management
    a. Management Challenge of International Trade
    b. Aspects of the Global Business Planning Process
    c. Factors Affecting Management of International Trade
    d. Information Sources for Global Business Planning
    e. Sources of Assistance for Global Business Planning
    f. Practical Tools for International Trade
    g. The Management Context of Global Business

2. Global Marketing
    a. Evaluating the Internal and External Environment
    b. Developing and Implementing the Global Marketing Plan
    c. Coordinating the Marketing Mix

3. Global Trade Finance
    a. Political Economic and Cultural Risks
    b. Foreign Exchange Risk and Mitigation
    c. Researching, Analyzing, and Mitigating Credit Risk
    d. Optimizing Methods of Payment and Documentation
    e. Payment Terms
    f. Developing the Short-, Medium-, and Long-term Financial Plan

4. Global Supply-Chain Management
    a. Optimizing Supply-Chain Solutions
    b. Evaluating and Selecting Potential Intermediaries
    c. Completing Documents for International Movement of Products and Services
    d. Calculating Costs, Benefits, and Risks of International Transactions
    e. Facilitating Offshore Procurement Processes

COMPUTER REQUIREMENTS

- This program can be taken on a PC (Windows XP/Vista/7) or a Mac (OS X or higher)
- Internet access (a high-speed connection is recommended)
- Microsoft Office is required
- Macromedia Shockwave and Adobe Flash Player are required