

Philadelphia University News

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Philadelphia University to Offer Online Test Preparation Course for New International Business Test

PHILADELPHIA, March 2005 -- Philadelphia University will offer a new online test preparation course for a new international business test that will lead to a nationally-recognized certification for professionals in the field.

The certification test was developed by the North American Small Business International Trade Educators (NASBITE) to indicate a high level of competency in four areas of international business: global business management, global marketing, supply chain management and trade finance.

Those who pass the test will be designated as Certified Global Business Professionals™, which will demonstrate their expertise in international business, much as a Certified Public Accountant credential indicates a high level of competency in the accounting field. The first test will be given March 20.

Philadelphia University will offer online course modules in each of the four main subject areas covered in the test. Each module will take about 50 hours to complete over five weeks, and will cost \$550. The modules will include readings, quizzes, mini-exams and interactive graphics. Depending on their work experience or educational background, students may take one or more of the modules to prepare for the NASBITE exam.

Philadelphia University is the only institution currently offering an online course to help prepare for the NASBITE test, and is doing so in partnership with the World Trade Center of Greater Philadelphia. For more information and to sign up for the course, go to www.philau.edu/globalbusiness.

“As a leader in professional education for more than 100 years, Philadelphia University recognizes how important a well-trained workforce is to a company’s success,” said Frank Congdon, executive director of Continuing and Professional Studies. “We intend to be a leader in providing professionals with access to the learning they will need to become certified global business professionals.”

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Philadelphia University's online test preparation course was developed with MindEdge Inc., a Massachusetts-based firm that specializes in designing and managing online educational courses.

"Philadelphia University, like numerous other institutions, recognizes the flexibility that online courses can provide, particularly to working professionals," said Paul Robershotte, President and CEO of MindEdge. "Their students want courses that can be accessed conveniently and that provide content which is directly applicable to their professional goals and priorities. NASBITE professionals will greatly benefit from Philadelphia University's ingenuity and unique online offering."

Philadelphia University, founded in 1884, is a private university with 3,100 part- and full-time students from 38 states and 42 countries. The University offers more than 50 undergraduate and graduate degree programs leading to the Bachelor of Science, Bachelor of Architecture, Bachelor of Landscape Architecture, master's degrees and a doctoral degree in Textile Engineering and Science. Academic programs encompass architecture, design, business, engineering, textiles, fashion, science and health.

