



NASBITE

**Certified Global Business
Professional**



The Opportunity ...

- International trade continues to grow
- Global commerce is available for companies of all sizes
- The U.S. remains an export and import powerhouse
- Decreasing trade barriers and increased technology options make trade easier



The Challenge ...

- As a profession – international trade still not recognized as a career (not just about travel)
- The practice of global commerce is highly varied
- Practitioners tend to work in one or two “silos” with inadequate training and exposures to other equally valid areas
- Companies are seeking proof of competence



How Did We Get to This Point?

- **Nasbite Boston 2000 conference – first began the process of determining how to create a credential**
- **Met with Professional Examination Service to identify the required steps and funding**
- **Held first planning meeting Jan 2001 in NYC with reps from Nasbite, USDOC, and SIDO**



Initial Research Results

- Credentialing (voluntary) vs. Licensing (requirement – often legally required)
- Can not push the process – need to take the time to ensure the outcome is valid, reliable, and consistent



Benefit to Credentialing

- Proves Competency
- Provides a professional development goal for employers
- Assist with hiring even if not a requirement: “XYZ Certification preferred”
- Raises the level of practice - the minimum ‘bar’



NASBITE Contracts with Professional Examination Service

- Non-profit 501c3, NYC - based organization dedicated to credentialing professionals
- Facilitates the creation of the body of knowledge and test protocol
- Over 60 years of work with professions including accounting, medicine, nursing, H/R, pharmacology, and psychology



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Federal Partners

- US Dept of Education
- US Dept of Commerce (U.S. Commercial Service and the Trade Promotion Coordinating Committee)
- US Small Business Administration
- US Dept of Agriculture
- USAID
- ExIm Bank



State Partners

- **SIDO – State International Development Organizations**
- **Extra help during initial stages 2001-2002 from State of Illinois and California Centers for International Trade Development (CITDs)**



CIBERS

- Florida International University
- Michigan State University
- The Ohio State University
- San Diego State University
- Temple University
- Texas A&M University
- University of Illinois
- University of Memphis
- University of Texas



National Partners

- ASBDC – Association of Small Business Development Centers
- Private Industries (Ford, UPS, Deere, Cat. Dell computers)
- Joint Industry Group
- FCIB – An Association of Executives in Finance, Credit and International Business



International Partners

IATTO (world) – International Association of
Trade Training Organizations

FITT (Canada) – Forum of International
Trade Training



Credential Development

Phase 1 / Oct 2000 – Sep 2002

– Feasibility Studies

- Focus Groups (LA, Atlanta, DC)

Goal: meet with partners to determine support and identify issues



Credential Development

Phase 2 / July 02 – Sep 03

– Practice Analysis Study

- Identify and validate the major areas of responsibilities and activities performed by international trade practitioners and the associated knowledge base (domains)
- Formed the International Practice Analysis Task Force (lead subject matter experts to identify the domains, tasks, and knowledge)
- Focus panel reviewed initial results - Austin, TX
Jan 2003



Task Force Outcome: NASBITE Practice Delineation

<u>Domains</u>	<u>Common Threads</u>
Global Business Mgmt	Documentation
Global Marketing	Legal and Regulatory Compliance
Supply Chain Mgmt	Intercultural Awareness
Trade Finance	Technology
	Resources

Tasks and knowledge statements identified for each above



- **Next- We needed a national survey to evaluate the work of the task force to add, modify, delete, and refine task and knowledge statements**



National Survey

Summer 2003

- Surveyed 1500 experts in international trade from small to large companies – over 250 respondents
 - 1) National District Export Council Members
 - 2) Members of FCIB
 - 3) Clients of SBDCs, ITCs, Nasbite BOG contacts, and volunteers from NASBITE listserve



Survey Item Example

- Task: Develop and select market strategy to maximize sales and profitability.
- Knowledge of: 1) alternative entry- and exit-strategies (e.g., licensing, agency/distributor, international joint venture)
- 2) U.S. and foreign laws and regulations that apply to the entry strategy (e.g., entity law, taxes, laws relating to agency/distributor/other intermediaries)



Four Goals to the Survey

1) Task Frequency

- How frequently did you perform each task during the last year?
 - Never
 - Rarely
 - Occasionally – weekly or monthly
 - Frequently – daily or almost daily
 - Routinely – several times a day



Goal 2) Task Criticality

- How critical is each task to achieving the international trade objectives of the client or organization?
 - Not critical
 - Minimally critical
 - Moderately critical
 - Highly critical



Goal 3) Knowledge Usage

- Which level best represents your use of this knowledge in your practice?
 - Do not use the knowledge
 - Recognize / recall the knowledge
 - Apply / interpret / integrate the knowledge



Goal 4) Knowledge Acquisition

- At what point should the knowledge be acquired by practitioners in international trade ?
 - Never
 - Primarily prior to completing two years
 - Primarily during the third, fourth, and fifth years
 - Primarily after six or more years



Respondent Demographics

- **Position**
 - Practitioner (corporate) 41%
 - Svc Provider/Consultant 40%
 - Educator/researcher 6%
 - Employee at Trade Assistance Org. 13%



Respondent Demographics

- **Employment Sector**
 - Private Sector 70%
 - Government 19%
 - Non-Profit (universities
SBDCs, etc.) 11%



Respondent Demographics

- Number of Employees

– Less than 20	31%	
– 20-49	10%	
– 50-99	5%	46% from 'small'
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– 100-499	16%	
– 500-999	11%	27% from mid-sized
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– 1000-2499	7%	
– 2500-4999	7%	
– 5000 or more	13%	27% from large
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Based on Survey Results

- Most of the task statements were supported
- Many of the knowledge statements were not supported
- Approximately 230 knowledge statements were reduced to 150
- Some knowledge statements needed to be refined



Example of How A Knowledge Statement was Removed

- 50% or more respondents said they never used the knowledge, or acquired it either ‘never’ or ‘after 6 years’
- 50% or less said they did not acquire the knowledge in the first two years of work in international trade



Some Examples of Deletions

- Knowledge of extraterritorial application of unregulated ethics across national borders
- Knowledge of legal/regulatory requirements regarding promotion (e.g., advertising constraints)



Phase Three: Exam Development

- National Exam Development Task Force (50 individuals from public and private sector)
- Created test questions by email
- Committees then met to review questions
- Final exams were constructed in early 2005



- **Most asked questions about the new
NASBITE CGBP Credential**



What Trade Skills are Certified and at What Depth?

- The exam questions match with the **NASBITE Practice Delineation**
- The exam tests the tasks and knowledge associated with a practitioner who has worked in global trade for two years



Who is a Suitable Candidate for the Credential?

- Individuals working in the profession
- Students studying for a career in the profession
- Individuals in small and large companies would benefit
- Students in both two and four year college programs



What are the Benefits from Achieving Certification?

- Identifies to employers a proven competence in global business
- Assures an understanding of a broad range of issues rather than one or two areas
- Use of the credential logo and wordmark on resumes and business cards



What is Required to Achieve Certification?

- Pass the NASBITE CGBP Exam
- Have completed either two years of college-level studies OR two years working in the field of global business



What is the Exam?

- 150 multiple choice questions
- Questions are from the **NASBITE Practice Delineation**
- Possible points are from 200 to 800. Must achieve 500 to pass the exam.
- First Exam March 2005 was an 80% pass rate with scores from 320 – 717.



Dates and Locations

- First Exam was Mar 20, 2005 during **NASBITE 2005 National Conference**
- June 18, 2005 / 13 U.S. Cities
- January 14, 2006 / 13 U.S. Cities and **Mexico City, Mexico and Bremen, Germany**



How Best to Prepare?

- **NASBITE** does not directly train candidates
- **Best preparation is through colleges, universities, trade centers, and training organizations**
- **The NASBITE CGBP enhances existing training programs**



More Information

Please review the CGBP brochure available on our website or contact NASBITE directly:

www.nasbitecgbp.org

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