



The Qualification for Global Commerce



**NASBITECGBP** <sup>TM</sup>  
Certified Global Business Professional



## THE OPPORTUNITY AND THE CHALLENGE

The increasing globalization of business is exciting and filled with opportunity. With decreasing trade barriers, and increasing productivity and technology, there are international opportunities previously limited to only the largest and most experienced international companies.

But these opportunities are also challenging. Individuals working in the profession of global business must be knowledgeable in a wide range of competencies. From understanding how to avoid financial loss in even a simple international transaction to selecting the most appropriate foreign markets - ours is a profession highly varied and detailed. It is also a profession in which individuals are often isolated in only one or two aspects of international trade, with inadequate knowledge of other equally important areas of global trade. Companies rely on the expertise of individuals handling their international activities and are seeking proof of competency.

### **PROVING GLOBAL BUSINESS COMPETENCE**

The NASBITE CGBP provides a benchmark for competency in global commerce. The CGBP designation demonstrates an individual's ability to conduct global business including Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance. For candidates experienced in international trade, the certification confirms that knowledge. For candidates just beginning, it establishes a professional development goal to ensure a full understanding of the profession. For companies, it assures that employees are able to practice global business at the professional level required in today's competitive environment.

# NASBITE CERTIFIED GLOBAL BUSINESS PROFESSIONAL

## CGBP Program Details

### **What trade skills are certified and at what depth?**

The NASBITE CGBP certifies that a candidate is competent in the following areas:

#### ***Top Level Domains***

Global Business Management  
Global Marketing  
Supply Chain Management  
Trade Finance

#### ***Threads (Topics across all Four Domains)***

Documentation  
Legal and Regulatory Compliance  
Intercultural Awareness  
Technology  
Resources

Within each of these domains and threads, there are tasks and knowledge statements tested through the CGBP exam. Details are provided on pages 3-9 which help to clarify the depth of material tested by the CGBP.

The NASBITE CGBP does not certify that a candidate is an expert in each of the four domains. It certifies that a candidate is proficient in the tasks and knowledge generally associated with a practitioner who has worked in global trade for two years.

### **Who is a suitable candidate for the credential?**

The CGBP is designed to meet the needs of individuals working in the profession or studying for a career related to global commerce. Candidates from both small and large companies will benefit as will students in two or four year degree programs. The credential is also suitable for individuals working in trade assistance organizations, trade promotion agencies, and related educational institutions.

### **What are the benefits from achieving CGBP certification?**

Candidates receiving the NASBITE CGBP designation may use the credential logo and wordmark on resumes and business cards identifying them to employers and the public as individuals proficient in global commerce. For companies, the certification establishes a professional development goal for current and future employees. The credential also helps individuals diversify their skills in global commerce and assure they understand a broad range of topics rather than just the specific field within international trade that they have experienced.

### **What is required to achieve certification?**

To receive the NASBITE CGBP designation a candidate must pass the CGBP exam and have completed either two-years of college-level study, or have worked in global commerce for two years.

### **What is the CGBP exam and when is it offered? What is the cost?**

The CGBP exam is a multiple choice exam covering the four domains and five threads. The exam will be offered in major U.S. cities at various times during the year. The first exam will be offered during the NASBITE conference in New Orleans March 20-23, 2005. Other locations and dates will be posted on the NASBITE website. Pricing details are posted on the NASBITE website listed below.

### **How should a candidate prepare for the exam?**

NASBITE is administering the CGBP credential, but is not involved in providing candidate training. The topics tested by the CGBP exam are all traditional subjects in international trade, so candidates should be able to find excellent training through local colleges, universities, trade centers, and other trade-training organizations. Details of the NASBITE credential have been requested from institutions throughout the U.S. Candidates are encouraged to contact their local colleges, universities, or trade-related organizations.

Visit our website for current information on the CGBP program:

[www.nasbite.org](http://www.nasbite.org)

# NASBITE PRACTICE DELINEATION

## Domain 1: Global Business Management

Tasks	Knowledge of:
Develop and/or assist in the creation of a global mission statement for the firm.	Components of a mission statement
Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.	Business ethics as perceived and practiced in the U.S. and in other countries  Culturally appropriate techniques for international business settings (e.g., adaptive behavior, response, and verbal/written language to correspond with local business culture)
Participate in the global business planning and long-term strategic planning processes.	Environmental factors affecting international strategies (e.g., political, legal/regulatory, sociocultural, cost and competitive factors, appropriate levels of technology)  Local, state, federal and global support initiatives that are designed to enable global business ventures and expansion  Elements of a global business plan
Contribute to the ongoing internal and external research efforts to determine viability of global ventures.	Basic research concepts and techniques (e.g., primary vs. secondary data, basic research methodologies/processes, surveys) and data analysis/evaluation processes (statistical evaluation, quantitative and qualitative analyses)  Data sources for international market data (e.g., U.S. Dept. of Commerce, IMF, World Bank, UN agencies, Country Desks, and private firm data)
Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities.	Country risk (e.g., political risk, economic risk)  Commercial risk  Risks associated with travel and expatriate activities  Credit assessment and mitigating techniques (e.g., export credit insurance, international finance)
Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities.	General legal liability issues (e.g., product, international contractual disputes, governance issues)  Intellectual property rights (e.g., patent, trademark, copyright) and practical enforcement levels  Issues related to and sources of information for offshore regulatory/legal concerns (e.g., bribery/corruption, antitrust, customs, import/export permits, licenses, labor law, currency regulations)
Develop and/or assist in the development, implementation, and evaluation of the global budget.	General budgeting concepts (e.g., basic elements of financial statements, sales forecasts, expense forecasts)  Revenues and expense uncertainties  Transfer pricing

# NASBITE PRACTICE DELINEATION

## Domain 1: Global Business Management (cont'd)

Tasks	Knowledge of:
Establish and maintain relationships with appropriate external organizations to support global activities.	Industry, trade, and investment associations Government support agencies (e.g., U.S. government agencies, IMF, World Bank)
Participate in the effective use of technology to support global performance.	Commonly used business and communication technologies Software tools to support global activities

## Domain 2: Global Marketing

Tasks	Knowledge of:
Evaluate the internal and external environment (e.g., economic and physical geography, history, political environment, competitive analysis, regulatory, cultural, and technological issues) to identify potential marketing threats and opportunities.	Internal resources (e.g., export readiness assessment, goals and preferences of senior management, experiences and capabilities of employees, technical and production capabilities) External environment (e.g., economic and physical geography, competitive analysis, regulatory, cultural, technological issues, and protected industries and sectors) Public and private sources of data and assistance including electronic and print Major trade agreements and trade law (e.g., NAFTA, European Union, export control regulations, anti-boycott regulation, Foreign Corrupt Practices Act) Product certifications and standards (e.g., CE Mark, ISO 9000) Cultural issues related to marketability of product Assessing technological infrastructures in target markets SWOT analysis related to global marketing How to research competitor activities internationally
Develop and implement the global marketing plan:	
A. Conduct market research in order to determine the best potential market.	Laws and regulations that impact the marketing plan (e.g., entity law, promotional restrictions, distributor requirements, corruption) Public and private marketing resources (e.g., ITA, U.S. Commercial Service, freight forwarders)
B. After analysis of the market research, select products and markets to be targeted.	Impact on market selection of product, price, place, and promotion (the four P's) How to find laws and regulations that impact the market selection (e.g., entity law, promotional restrictions, distributor requirements) Market segmentation and demand analysis

# NASBITE PRACTICE DELINEATION

## Domain 2: Global Marketing (cont'd)

Tasks	Knowledge of:
C. Develop and select a market strategy to maximize sales and profitability.	Foreign market entry methods (e.g., licensing, agency/distributor, international joint venture)
D. Develop and implement a marketing budget related to the global activities of the company.	Budgeting processes Reporting requirements Basic accounting procedures Cost of marketing and promotion
Coordinate the marketing mix of goods and services to implement the company's marketing plan:	Customer expectations and cultural requirements  Product life cycle implications (or strategies) (New) product development modification process Technical compatibility and product standards (e.g., CE marking) Where to find packaging, labeling, and marketing requirements After-sales service and support requirements (e.g., manuals, warranties, technical support, recycling) Product liability implications Legal/regulatory requirements for pricing (e.g., pricing constraints and controls, fair trade laws, anti-dumping) Trade assistance resources in support of providing products and services Environmental concerns
A. Provide products and services for the targeted markets.	
B. Implement, monitor, and adjust the company's global pricing strategies.	Cost structures, including marginal and fixed Tariff and non-tariff barriers and incentives Quoting methods Resources for global pricing strategies (e.g., current revision of International Chamber of Commerce publications [e.g., Incoterms, UCP, URC], U.S. government agencies, and websites) How local market conditions could impact pricing
C. Initiate and manage global promotion strategies in order to support the global marketing plan.	Sales promotion mechanisms (e.g., trade shows and trade missions) Technological tools for promotion (e.g., internet activities such as e-mail, web sites, e-commerce; video-conferencing) Trade assistance resources in support of global promotion

# NASBITE PRACTICE DELINEATION

## Domain 2: Global Marketing (cont'd)

Tasks	Knowledge of:
D. Analyze and formulate global distribution strategies for products and/or services.	Types of distribution channels (e.g., resellers, agency/distributor, joint ventures) Impact of local market distribution characteristics and implementation issues Contractual issues related to market entry (e.g., common elements found in most distributor agreements)
E. Establish and manage global sales activities.	Sales techniques, sales knowledge, and business travel

## Domain 3: Supply Chain Management

Tasks	Knowledge of:
Optimize supply chain solutions to meet the requirements of the international business plan, including evaluation of all modes of transportation, inventory, time to market, landed costs, and customer requirements.	All transportation modes and costs Trade agreements and free trade zones Duties, taxes, and quotas Product classification regimes (e.g., HTS, Schedule B) Security issues (e.g., Container Security Initiative [CSI], Customs Trade Partnership Against Terrorism [C-TPAT] warehouse security issues) Where to find legal/regulatory packing requirements Non-regulatory packing requirements (e.g., preservation of cargo, types of containers, packing materials) Insurance and transportation liability regimes Resources (e.g., freight forwarders, trade associations, Internet resources)
Evaluate and select the potential intermediaries (e.g., carriers all modes, 3PL's, forwarders, brokers, contract carriers) necessary to support the international business plan (including evaluation of outsourcing alternatives and/or partners).	Major transportation modes and methods (e.g., consolidation and costs) Third party logistics providers (3 PL's) Forwarder's role in the transaction Customs broker and other service providers Usage of power of attorney Databases available to search for intermediaries Resources available in support of intermediary selection (e.g., WTCs, local trade associations, state and federal government)

# NASBITE PRACTICE DELINEATION

## Domain 3: Supply Chain Management (cont'd)

Tasks	Knowledge of:
Complete the documents required for international movement of product and services.	<ul style="list-style-type: none"><li>Standard export and import documents for goods and services (e.g., commercial invoice, transport documents, documents relating to services contracts)</li><li>U.S. export regulations for involved countries</li><li>U.S. import regulations for involved countries</li><li>U.S. legal and regulatory documentation requirements for goods/services (e.g., export/import control regulations, export declaration)</li><li>Incoterms</li><li>Where to find foreign language documentation requirements when applicable</li><li>Technology available for document completion (e.g., AES, SNAP, private sources)</li><li>Offshore legal and regulatory requirements regarding documentation for goods/services (e.g., certificate of origin, sanitary certificate, export/import control regulations)</li><li>Country of origin determination</li></ul>
Coordinate with other departments to calculate the true costs, benefits, and risks of proposed transactions in order to implement risk management policies.	<ul style="list-style-type: none"><li>Marine insurance (e.g., delays, losses, claims and other insurances)</li><li>Transportation options and documents (e.g., ocean bill of lading versus air waybill)</li><li>International conventions (e.g., Warsaw Convention and the United Nations Convention on Contracts for the International Sale of Goods - CISG) and international conditions of contract (e.g., Force Majeure, arbitration)</li><li>Packaging for cargo protection and loss prevention</li><li>Insurance companies and brokers, consultants, freight forwarders</li></ul>
Facilitate the offshore procurement process.	<ul style="list-style-type: none"><li>Advantages of global sourcing</li><li>Cultural considerations affecting supplier/buyer relationships</li><li>Impact of trade agreements</li><li>Terms and conditions of purchase or sale</li><li>Quality considerations (e.g., ISO9000, industry quality specifications)</li><li>Calculation of landed costs</li><li>U.S. Customs regulatory compliance (e.g., product marking)</li><li>Import documents</li><li>Customs brokers and customs management tools (e.g., duty drawback programs, tariff engineering)</li></ul>

# NASBITE PRACTICE DELINEATION

## Domain 4: Trade Finance

Tasks	Knowledge of:
Assess political and economic risks and cultural issues of the target country to establish the financial costs and viability.	<p>Political and economic risks causing late and/or non-payment from overseas markets (e.g., cancellation/failure to grant U.S. export license, civil unrest, foreign currency delays/shortage)</p> <p>Cultural issues of buyer's country which may impact payment methods, money transmission methods, language used, credit control procedures, level of governmental control, corruption issues, and sources of finance</p> <p>Resources for determining risk (e.g., U.S. government organizations, credit bureaus, websites)</p>
After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of currencies.	<p>Foreign exchange risk mitigation techniques and required documentation (e.g., hedging tools, currency option contracts, transfer pricing)</p>
Research and analyze credit history and payment capacity of the potential buyers/partners to assess the commercial risk of the buyer and maintain credit management and control procedures and documentation.	<p>Sources of credit reports (e.g., credit bureaus, D&amp;B, Hoovers)</p> <p>Costs and value of credit reports</p> <p>Commercial risks of late and/or non-payment from overseas buyer</p> <p>Methods of payment (e.g., letters of credit, documentary collections, cash in advance)</p> <p>Mitigating techniques (e.g., credit risk insurance)</p>
Establish the most appropriate methods and terms of payment and required documentation to ensure timely payment for the sale of goods and/or services and to facilitate external financing.	<p>Methods of payment (e.g., letters of credit, documentary collections, cash in advance)</p> <p>Commercial, economic, and political risks of buyer and the buyer's country</p> <p>International regulations published by the International Chamber of Commerce (Paris) governing international transactions and methods of payment (e.g., Incoterms, UCP, arbitration)</p> <p>Methods of funds remittance (e.g., checks, banker's draft, SWIFT transfer)</p> <p>Types of letters of credit (e.g., confirmed/unconfirmed, transferable, standby)</p> <p>Types of payment (e.g., sight, deferred, acceptance)</p> <p>Documentation requirements (e.g., commercial invoices, transport documents and documents relating to services)</p> <p>Related financial and legal cost (e.g., bank charges, insurance premiums, legal fees)</p>

# NASBITE PRACTICE DELINEATION

## Domain 4: Trade Finance (cont'd)

Tasks	Knowledge of:
Establish the most appropriate methods and terms of payment and required documentation to ensure timely payment for the sale of goods and/or services and to facilitate external financing (cont'd)	Communication of letters of credit, collections, and associated documents electronically via the Internet (e.g., eUCP)
Select appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers, and international joint ventures.	Terms and conditions of purchase or sale Resources: banks, U.S. government agencies, International Chamber of Commerce
Develop a financial plan to establish whether internal/external international trade financing is required.	Resources (e.g., Ex-Im Bank, SBA, private banks, non-bank private sector lenders)
Identify and arrange short-term (up to 180 days) pre- and/or post-shipment finance for the seller to ensure lowest cost financing at acceptable levels of risk.	Forms of short-term financing (e.g., credit insurance, government supported finance, discounting)
Identify and arrange medium- and long-term finance for the overseas buyer (internal/external) to allow buyer extended terms while providing cash payment to seller without recourse.	Forms of medium- and long-term financing (e.g., government supported finance, finance provided by banks and financial institutions, lease financing)

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## Professional Examination Service

PES has been a contractor to NASBITE in developing the credential. PES facilitated the feasibility studies, national survey, development of the tasks and knowledge statements, and creation of the exam. With 60 years of credentialing experience to hundreds of clients, PES was invaluable to ensuring the NASBITE CGBP is valid, reliable, and consistent for all candidates. ([www.proexam.org](http://www.proexam.org))



P • E • S

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