



NASBITE CGBP
Certified Global Business Professional

CGBP Overview
Presentation at www.nasbitecgbp.org



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” will 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



P · E · S



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 listserv



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



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 recent update Feb 2008**



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.



Dates and Locations

- **First Exam** was Mar 20, 2005 during **NASBITE 2005 National Conference**
- **Test locations** on website
- **2009 National Tests:** Feb 21 and June 13
- **April 19, 2008:** San Diego (Nasbite Conf.)
- **June 26, 2009 - Mérida, MEXICO**
- **Sept 15 – before ASBDC Conf Chicago**



Results Since 2005

- **624 Candidates**
- **474 Awarded CGBP**
- **National pass rate: 76%**
- **Number one training: SBDC
International Trade Centers**
- **Nearly 100 US Commercial Service Trade
Specialists & Managers certified**



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**



Best Way to Succeed in Training Candidates?

- **Take the exam!**
- **The most successful SBDC training programs have program managers and instructors that have taken the exam**
- **Taking the exam clarifies the issue of depth of knowledge required.**



Free Course Resources

- The internet has become a critical training resources
- Basic Guide to Exporting – www.export.gov
- www.ita.doc.gov/media/Publications/abstract/trade_finance_guide2008desc.html (guide to Trade Finance)
- MSU Global Edge – free training modules



More Information

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

www.nasbitecgbp.org

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