

# CERTIFIED GLOBAL BUSINESS PROFESSIONAL

## Student Pathway Program Guide



***Kick-start Your Career in  
International Business!***



## Introduction

NASBITE International is a non-profit 501(c)3 corporation established over 30 years ago as an association of North American Small Business International Trade Educators (NASBITE). Since then, NASBITE has become the leading U.S. organization supporting the training and education in the field of global business. We are a professional organization of educators, trainers, service providers and working professionals and our mission is “to advance global business practice, education and training.”

NASBITE is also the steward of the Certified Global Business Professional (CGBP) credential which has been designed as a competency benchmark for trade educators, trade trainers and employees working for companies engaged in international trade. With the support of numerous federal and state government agencies and corporate partners, NASBITE International held stakeholder meetings in cities across the United States where we created the body of knowledge and the test protocol for the CGBP credential, which was launched in 2005. The CGBP designation is conferred to those who pass the CGBP exam and is designed to meet the needs of individuals working in a wide range of roles within the field of international business. The credential includes a requirement for ongoing training and signifies competency, currency and a dedication to professional development by those who carry it.

The credential encompasses a broad base of knowledge and skills of key importance to companies engaged in international trade. These areas of expertise span four top-level domains:

- Global Business Management
- Global Marketing
- Supply Chain Management
- Trade Finance

Within each domain, knowledge and skill areas address five related areas of importance:

- Documentation
- Legal & Regulatory Compliance
- Intercultural Awareness
- Technology
- Resources

While many college and universities offer programs related to international business with a range of curriculum, the **CGBP Student Pathway Program** is intended as a way to round out the knowledge and skills of the students graduating from these programs. It ensures they have the knowledge and skills that employers need most and it is focused directly on their readiness for a wide range of workforce roles. The program is therefore suitable for students in diploma or degree programs that relate to any aspect of international business (e.g., international business, international finance, international marketing, global supply chain, etc.) and for students in cross-cultural studies or international affairs (i.e., if they intend to work for companies/organizations that are involved in international trade).

Ultimately, NASBITE wants students to have a competitive edge. The CGBP credential is intended to complement their post-secondary education and to help them stand apart from other job applicants when they are ready to start their career in international business. Candidates who earn the NASBITE CGBP designation may use the credential logo and wordmark on their resumes and business cards, identifying them to employers and the public as individuals proficient and current in global commerce.



## Program Overview

College and University students who are enrolled either in part-time or fulltime programs at collaborating institutions (i.e., schools that are taking part in the CGBP Student Pathway Program) are eligible to participate. A listing of collaborating schools can be found on the NASBITE website [here](#).

The CGBP Student Pathway Program is an independent study program with several options for support and is designed to be undertaken in parallel with existing studies. The program can be started at any time, but it is recommended that students begin the program at least 12-18 months prior to graduation. The program is not intended to be intensive. Rather, it is intended as an ongoing/distributed effort that should sit easily alongside existing studies for most students.

Some collaborating schools have already taken steps to align the curriculum in their program with the knowledge and skill areas that are tested in the CGBP exam. These schools may be designated as a NASBITE Accredited CGBP Training Program (more detail can be found [here](#)) or they may simply have taken steps to ensure their courses prepare their students for the CGBP exam. For these schools the CGBP Student Pathway Program will serve mainly as a refresher/review exercise that will help students prepare for the exam and know when they are ready to sit the exam.

At other schools, program curriculum and course content will not necessarily be aligned with the CGBP. At these schools, students who are taking (or have already taken) courses in Global Business Management, Global Marketing, Supply Chain Management, Trade Finance, International Law, and/or Cross-cultural studies will find that some of the content in the CGBP Student Pathway Program will overlap with what they are learning (or things that they have learned already). But since the CGBP is focused on knowledge and skills that are specifically tied to job readiness, some of the knowledge and skill areas that they will encounter in the CGBP Pathway Program may be new. For this reason, the CGBP Student Pathway Program provides several support and enrichment options (see below) for participating students. These options give every student the ability to tailor their CGBP study efforts as they see fit, which ensures they have the support they need, especially in any areas that are new or unfamiliar to them.

## Program Components

Enrollment in the the CGBP Student Pathway Program costs \$75 USD. The program consists of several key components:

### 1. Student Membership in NASBITE

All students enrolled in the CGBP Student Pathway Program are granted membership status in the NASBITE International association (the regular price is \$25 USD/year). Members enjoy access to NASBITE's professional networking group on LinkedIn.com, unlimited participation in NASBITE's sponsored live trade training webinars, and unlimited access to recorded/archived webinars. The normal membership fee is waived for students in the CGBP Student Pathway Program and the membership is renewed annually and remains in effect until the student graduates. Additional benefits of NASBITE membership can be found on the NASBITE website [here](#).



## **2. Weekly CGBP Exam Prep Study Topics**

NASBITE generates an ongoing series of study topics that are shared weekly with all students enrolled in the CGBP Student Pathway Program. The CGBP examination is based on the NASBITE CGBP “Practice Delineation” document (available on the NASBITE website) and these weekly study topic guides are based on the CGBP Practice Delineation. These study topic guides review the knowledge and skills needed and provide a level of interpretation in each area to help students prepare for the CGBP exam (while they are still in school taking courses).

It should be emphasized that these weekly study topic guides are not intended to serve as “training” *per se*. Rather, they are provided to serve as an ongoing framework for CGBP exam preparation. They help the students review topics that are known to them already and/or help them identify areas where additional study might be needed. It is for this reason that we recommend students enroll in the CGBP Student Pathway Program 12-18 months before they graduate. At 2-year schools, this means that students will generally be looking at these topics after they have already taken one or more related courses and while they are finishing their degree/diploma. At 4-year schools and in Masters-level degree programs, this will ensure that students have the advantage of some foundational training before they begin to approach these weekly topics.

In general, it is better for students to use these study topic guides as an ongoing review (or as a companion to relevant courses that they may be taking in parallel), rather than having them encounter all of these weekly study topics as new and unfamiliar terrain. However, we do know that many students will be in programs where the courses at their school will not be aligned with the CGBP, so many will encounter weekly study topics that are new and unfamiliar. This is why it is recommended that the guides be followed over a 12-18 month period. We have attempted to distill the key points in each area and we offer guidance for additional study and we share this detail over many weeks. This format is intended to allow the work to complement existing courses and provide each student time to absorb and synthesize what they learn in each new topic area.

For most topics, students who have already taken a number of international trade courses will find that learning about these new topics will be fairly straightforward. In many cases, readily available content and resources will be available on the Internet and what they learn will complement what they have learned already. However, some students may find that certain topic areas are more challenging (e.g., too specialized or too difficult to figure out using the information that is readily available to them). In these situations, NASBITE has a series of supports that students will find helpful. First, there is an online CGBP Exam Prep Study group where students can ask questions and discuss issues with their peers at other collaborating schools. Additionally, students will have direct access to trade experts via email where questions can be posed. And finally, a number of program enrichment tools are available that students can access as well. Each of these items is explained in more detail below.

## **3. CGBP Exam Prep Study Group**

After a student has enrolled in the CGBP Student Pathway Program, an invitation will be sent to the student asking him/her to join the CGBP Exam Prep Study Group on LinkedIn. This is a space where students can ask questions and discuss issues with their peers (i.e., other students at their own school and at collaborating schools across the country).



#### **4. “Ask the Expert” Study Support**

After a student has enrolled in the CGBP Student Pathway Program, students will be provided with an email address where questions can be sent to a network of trade experts. Responses to questions posed will be sent within 24-48 hours.

#### **5. Exam Prep Enrichment Options**

For students enrolled in the CGBP Student Pathway Program who want access to more indepth, focused resources to enhance his/her learning in a given area, NASBITE has a number of enrichment options available for an additional fee. Four, self-paced CGBP Exam Prep study modules will be available on the NASBITE CGBP website in the Fall of 2018. These online study modules were developed by CGBPs and are based on the four domains encompassed by the CGBP Practice Delineation - as follows:

- Global Business Management
- Global Marketing
- Supply Chain Management
- Trade Finance

For students who have not taken courses in these topic areas, or for students who are finding the study topics too challenging to undertake on their own, these optional modules will provide greater depth and help students quickly prepare for the exam. The modules are self-paced, they offer progress checks along the way and they have all been independently reviewed. Additionally, NASBITE will be also be offering guidance on e-books and other texts that are available for students who are looking for highly focused resources that can help them prepare for the exam.

Additional fees apply for these enrichment options but some discounts are available for students enrolled in the CGBP Student Pathway Program. These curated resources (including the independent reviews that accompany each resource) will be available on the NASBITE CGBP website in Fall 2018.

#### **6. Access to the NASBITE CGBP Practice Exam**

Students enrolled in the CGBP Student Pathway Program have access to a CGBP practice exam for free (normally a \$50 fee). This 75-question exam has been developed using the same methodology that has been used to develop the certification examinations. Questions were developed and reviewed by content experts and have been validated as being important in the workplace and useful in differentiating those who meet the minimum qualifications for certification at each level and those who do not.

After completing the practice exam online, students will receive a scaled score and a raw score detailing the number of questions answered correctly versus. NASBITE does not provide answers to the individual questions contained in these practice exams but performance on the diagnostic assessment exam should provide an indication of readiness in each of the four top-level domains. Although success on the practice exam does not guarantee a similar result on the actual CGBP exam, with this information, a student who has performed poorly in a given area may consider undertaking additional study before committing to sit the actual CGBP exam.

#### **7. Substantial Discount on the NASBITE CGBP Exam**

Students who are taking part in the CGBP Student Pathway Program can sit the exam for \$195 USD. The normal CGBP Exam price is \$395 USD (i.e., students in the program receive a \$200 discount).



## A Competitive Edge for Graduates

Like many professional credentialing exams, the CGBP Exam is challenging. The CGBP Student Pathway Program is intended to help students get ready for this challenge and passing this exam is a significant accomplishment. It will position successful students and graduates amongst a very elite group of trade professionals who are actively involved in international trade. Indeed, more than 2000 candidates have successfully passed the CGBP to date (as of September 2018). These candidates come from a wide range of backgrounds, including students, faculty members who teach international trade, expert private trainers, international business consultants, and a wide range of professionals who work in companies that are involved in international trade.

For students who earn the CGBP, the credential will help them stand apart from other job applicants when they are ready to start their career in international business. Candidates who earn the CGBP are entitled to use the CGBP acronym next to their name and to use the the NASBITE CGBP logo and wordmark (shown below) on their resumes, business cards and online to identify themselves as being both proficient and current in international business.



Additionally, highlighting this credential and elaborating on the domains of expertise that are encompassed by the CGBP on a LinkedIn profile, on a resume etc. will showcase the various areas of competence that are most valued by employers. The designation indicates an incremental degree of commitment to the profession, an ongoing commitment to professional development, and to career growth.

Maintenance of the CGBP credential is straightforward and inexpensive. It involves a commitment to continued professional development (details can be found [here](#)) and when maintained, includes annual membership in NASBITE International. This commitment maintains the credential, opens the door for networking opportunities, and gives CGBPs access to many professional development opportunities. The CGBP really is a way to kick-start a career in International Business!

## Collaborating Schools

As an association founded by international business faculty and trainers, NASBITE (i.e., North American Small Business International Trade Educators) has many faculty members from 2 year and 4 year business programs on its Board of Governors and within its membership. Accordingly, the CGBP Student Pathway Program has been designed to meet the needs of students in programs that are related to International Business. Collaborating schools gain a series of benefits (for no fee) by simply sharing NASBITE communications with students who would be suitable candidates for the designation.

No minimum number of students need to be involved in the program each year and there is no administration required by the school for the students that do elect to be involved. This is simply an option that some students may find interesting as an extracurricular effort that is related to their studies and their career ambitions.

Program benefits for collaborating schools are as follows:

### 1. Enhanced Program Visibility

Schools that agree to collaborate with NASBITE are able to display NASBITE logos that relate to the CGBP Student Pathway Program on their website and use the logos in promotional materials. Two logos are available (shown immediately below). One indicates that the school is a NASBITE “Educational Partner”, the other logo simply identifies the CGBP student Pathway Program. Either or both of these logos are available and can be used.



### 2. Shared Curriculum Models

Collaborating schools are given access to information and details related to existing curriculum models and processes used by other schools that are working with NASBITE. A number of schools that offer NASBITE CGBP Accredited Training Programs and some schools that are not accredited have some experience preparing their students to sit the CGBP Exam. These schools will be sharing program details to assist other collaborating schools that want to know more about the ways in which the CGBP can be successfully supported and/or integrated into an existing program.

### 3. Shared Resources

NASBITE is establishing a shared resource hub for international business course-related materials and resources (e.g. PPT, case studies, etc.), with resources aligned to the CGBP domain areas of global management, global marketing, supply chain/logistics and trade finance. Collaborating schools are encouraged to share training resources with one another as a way of strengthening faculty support.

#### 4. International Business Case Competition

Collaborating schools receive an invitation to NASBITE's annual International Business Student Case Competition. The competition is an event that brings together teams of top students from schools across the country to work on an international business challenge that is presented to them by a sponsoring company. The competition provides undergraduate college and university students the opportunity to work collaboratively (in teams) on a creative solution to an international business challenge, and to put their presentation and networking skills to work.

#### 5. Faculty Professional Development

Collaborating schools receive an invitation for faculty to attend and/or present at NASBITE's Annual Conference. Normal conference fees apply, but discounts may be available (see Institutional Membership details below). NASBITE's Annual Conference is a premiere networking and best-practice sharing event where trade educators, trade practitioners and trade assistance providers converge each year to share their expertise and other ideas related to trade education and trade training.

#### 6. CGBP Exam Prep Study Topic

Collaborating schools are provided access to weekly **CGBP Exam Prep Study Topics** that are shared with students (these include study tips and online resources for all aspects of the CGBP Practice Delineation). These topics will be of particular interest to faculty who are teaching related topics or even considering the possibility of sitting the CGBP exam themselves.

#### 7. Program Accreditation and Instructor Certification

Collaborating schools are eligible to receive Institutional/School guidance for CGBP Program Accreditation for those that are interested in curriculum augmentation/alignment. The **NASBITE Accredited CGBP Training Program** designation is an endorsement that recognizes CGBP Training programs that have exceptional trainer(s), curriculum that is fully aligned with the four domains of knowledge in the CGBP Practice Delineation, and that have a track record of successfully preparing candidates to sit for the CGBP exam.

Faculty guidance is also available for those who are interested in becoming a NASBITE Certified CGBP Trainer. The **NASBITE CGBP Certified Trainer** designation is an endorsement of training professionals who have proven their competency to effectively train candidates to sit for the CGBP exam.

NASBITE logos that can be used to highlight these achievements are available as well (see below) and additional information on these options can be found on the NASBITE website [here](#).





## 8. Introductory Institutional Membership to NASBITE

Collaborating schools receive a complimentary trial membership to NASBITE; this is a “Group” membership under which an unlimited number of individuals employed by the institutions may participate. NASBITE Membership provides significant discounts for staff/faculty to attend NASBITEs annual conference. Additional benefits of membership can be found [here](#).

Note that institutional membership renewal is not required to retain status as a collaborating school.

## On-Campus Support

Lastly, it should be noted that many schools have Small Business Development Centers (SBDCs) onsite and many of these locations have staff who have already earned the CGBP designation. SBDCs that offer trade-related workshops to provide CGBP exam prep programs for students at the school where they are located (as a way to give back to their host institution). In addition, some SBDCs that are working with exporting companies find opportunities to get students involved in their work (e.g., research projects, internships etc.). Although this sort of expertise and support may not be available at every school, faculty and staff who do have an interest in the CGBP Student Pathway Program should contact NASBITE and/or their local business assistance center to find out whether or not they have CGBPs on staff. If so, there may be ways for the school and the business assistance center to work together in support of those students who have opted to take part in the CGBP Student Pathway Program.



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