

CONTINUING EDUCATION

COURSE OUTLINE – Global Business Professional Certificate

INSTRUCTOR: Self-paced

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

This professional development certificate provides an overview of essential skills for conducting international business. It covers practical applications in many areas of management, supply chain management, trade finance, and marketing. Within each of these four areas, five "threads" or topics are covered: Documentation; Legal and Regulatory Compliance; Intercultural Awareness; Technology; and Resources. Examples of some topics include developing a global business plan, using technology to support global trade, the offshore procurement process, political and economic risks, and developing a marketing plan and budget.

This suite of courses can also be used for preparation to write the North American Small Business International Trade Educators (NASBITE) Certified Global Business Professional (CGBP) exam. Each of the four courses contains a 25-question practice exam as well as tips and documentation to help you prepare for the exam. The CGBP designation certifies that a candidate is competent in the four primary domains: Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance; and capable of working with the level of expertise and professionalism that is required in today's competitive environment. For more information about the CGBP designation, or to book an exam, visit the [Nasbite International](#) website.

CONTACT HOURS: 40 hours

CEUs: 4

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve a test score of at least 70% in each course to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

PROGRAM CONTENT:

Global Business Management – 10 Hours

This course reviews essential skills for the practice of management in an international business context. It covers practical applications of management including: setting a mission and vision for the global business enterprise; developing a global business plan; conducting research in an international environment; understanding the nuances of cultural, legal, political, and regulatory differences; and using technology to support global trade.

Learning Outcomes

- Develop and/or assist in the creation of a global mission statement for the firm.
- Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.
- Participate in the global business planning and long-term strategic planning processes.
- Contribute to the ongoing internal and external research efforts to determine viability of global ventures.
- Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities.
- Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities.
- Develop and/or assist in the development, implementation, and evaluation of the global budget.
- Establish and maintain relationships with appropriate external organizations to support global activities.
- Participate in the effective use of technology to support global performance.

Global Supply Chain Management – 10 Hours

This course provides an overview of essential skills for managing supply-chain logistics in an international business context. It covers practical applications of supply-chain management including: transportation modes; taxes, duties and quotas; trade agreements; packaging requirements; use of intermediaries; documentation requirements; legal and regulatory requirements; insurance; trade conventions; and the offshore procurement process.

Learning Outcomes

- 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.
- Evaluate and select the potential intermediaries (e.g., carriers - all modes, 3PLs, forwarders, brokers, contract carriers) necessary to support the international business plan (including evaluation of outsourcing alternatives and/or partners).
- Complete the documents required for international movement of product and services.
- Coordinate with other departments to calculate the true cost, benefits, and risks of proposed transactions in order to implement risk management policies.
- Facilitate the offshore procurement process.

Global Trade Finance – 10 Hours

This course provides an overview of essential skills for managing financial transactions in international trade. It covers practical applications of trade finance including: political and economic risks, foreign exchange tactics and risks, credit and payment risks, optimal terms of payment, arranging financing, and setting the business's overall financial plan.

Learning Outcomes

- Assess political and economic risks and cultural issues of the target country to establish the financial costs and viability.
- After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of foreign exchange.
- 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.
- 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.
- Select appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers, and international joint ventures.
- Develop a financial plan to establish whether internal/external international trade financing is required.

- Identify options for 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.
- Identify options for medium- and long-term finance for the overseas buyer (internal/external) to allow buyer extended terms while providing cash payment to seller without recourse.

Global Marketing – 10 Hours

This course reviews the essential skills for the practice of marketing in an international business context. It covers practical applications of marketing including: assessing the external environment; performing strengths-weaknesses-opportunities-threats (SWOT) analysis; conducting international market research; developing a marketing plan and budget; determining the global marketing mix (product, price, placement, and promotional strategies); and conducting competitor analysis.

Learning Outcomes

- 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 market threats and opportunities.
- Develop and implement the global marketing plan: Conduct market research in order to determine the best potential market.
- Develop and implement the global marketing plan: After analysis of the market research, select products and markets to be targeted.
- Develop and implement the global marketing plan: Develop and select market strategy to maximize sales and profitability.
- Develop and implement the global marketing plan: Develop and implement a marketing budget related to the global activities of the company.
- Coordinate the marketing mix of goods and services to implement the company's marketing plan: Provide products and services for the targeted markets.
- Coordinate the marketing mix of goods and services to implement the company's marketing plan: Implement, monitor, and adjust the company's global pricing strategies.
- Coordinate the marketing mix of goods and services to implement the company's marketing plan: Initiate and manage global promotion strategies in order to support the global marketing plan.
- Coordinate the marketing mix of goods and services to implement the company's marketing plan: Analyze and formulate global distribution strategy for products and/or services.
- Establish and manage global sales activities.