

Certified Global Business Professional Training

November 6-8: Memorial Union Building, MTU Houghton

November 6

2:00pm Registration (Students can come sit in anytime this day)
2:30pm Overview of CGBP credential & training
International trade: brief overview of trade theory, impact on business
MedXLocal: Case study on export readiness
5:00pm Close of Day 1

November 7

8:30am Continental breakfast & registration
(Students can sit in anytime from 9 am to noon on this day)
9:00am Understanding risk & risk assessment
Global business planning
Global Marketing I: Foreign market selection
10:30am BREAK
10:45am Market research & data sources
NOONish LUNCH
1:00pm Global Marketing II: Foreign market entry modes
Foreign partner selection
3:00pm BREAK
3:15pm Global Marketing II: Overview of channel issues & pricing
International Supply Chain I: logistics, Incoterms, compliance
5:00pm Close of Day 2

November 8

8:30am Continental breakfast & registration
9:00am International Supply Chain II: documentation
10:30am BREAK
10:45am Trade Finance: payment methods, foreign exchange, financing growth
NOONish LUNCH
1:00pm Taxes, Accounting, & Legal
MICHIGAN-specific assistance for exporters
3:00pm BREAK
3:15pm CGBP overview & test-taking tips & strategies
Questions & Wrap Up
5:00pm Close of Day 3



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