

## DOMAIN 1: Global Business Management

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

## DOMAIN 2: Global Marketing

Area of Expertise	Verification			
	Check all that apply	Syllabus or program overview	Assessment methods	Course materials
<i>Evaluate the internal and external environment to identify potential marketing threats and opportunities.</i>				
<i>Conduct market research in order to determine the best potential market.</i>				
<i>After analysis of the market research, select products and markets to be targeted.</i>				
<i>Develop and select a market strategy to maximize sales and profitability.</i>				
<i>Develop and implement a marketing budget related to the global activities of the company.</i>				
<i>Provide products and services for the targeted markets.</i>				
<i>Implement, monitor, and adjust the company's global pricing strategies.</i>				
<i>Initiate and manage global promotion strategies in order to support the global marketing plan.</i>				
<i>Analyze and formulate global distribution strategies for products and/or services.</i>				
<i>Establish and manage global sales activities.</i>				

### DOMAIN 3: Supply Chain Management

Area of Expertise	Verification			
	Syllabus or program overview	Assessment methods	Course materials	Other
Check all that apply				
<i>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.</i>				
<i>Evaluate and select the potential intermediaries necessary to support the international business plan.</i>				
<i>Complete the documents required for international movement of product and services.</i>				
<i>Coordinate with other departments to calculate the true costs, benefits, and risks of proposed transactions in order to implement risk management policies.</i>				
<i>Facilitate the offshore procurement process.</i>				

### DOMAIN 4: Trade Finance

Area of Expertise	Verification			
	Syllabus or program overview	Assessment methods	Course materials	Other
Check all that apply				
<i>Assess political and economic risks and cultural issues of the target country to establish the financial costs and viability.</i>				
<i>After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of currencies.</i>				
<i>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.</i>				
<i>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.</i>				
<i>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.</i>				
<i>Select appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers, and international joint ventures.</i>				
<i>Select appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers and international joint ventures.</i>				
<i>Develop a plan to establish whether internal/external international trade financing is required.</i>				
<i>Identify and arrange short-term pre- and/or post-shipment finance for the seller to ensure lowest cost financing at acceptable levels of risk.</i>				
<i>Identify and arrange medium- and long-term finance for the overseas buyer to allow buyer extended terms while providing cash payment to seller without recourse.</i>				