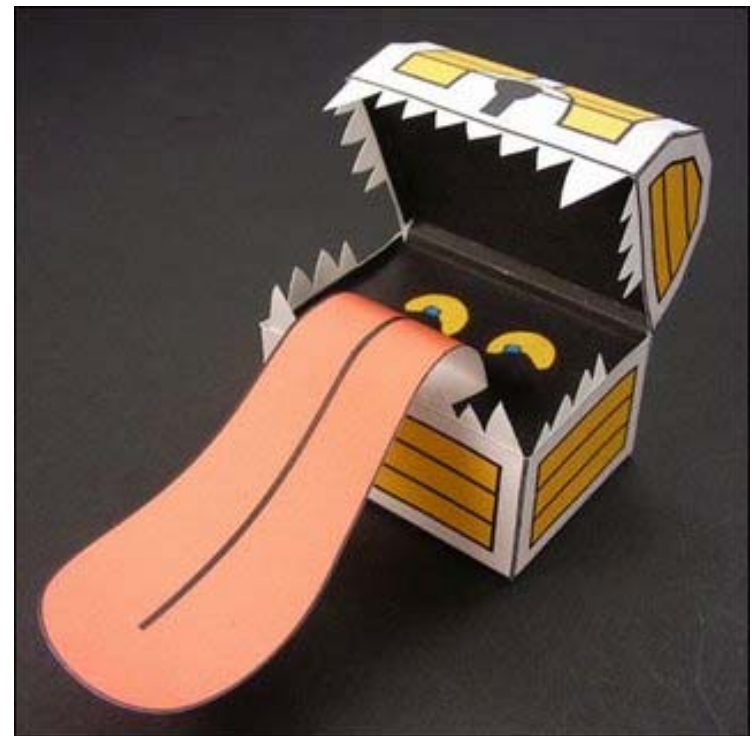


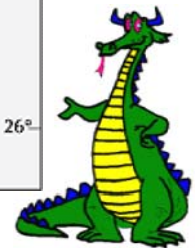
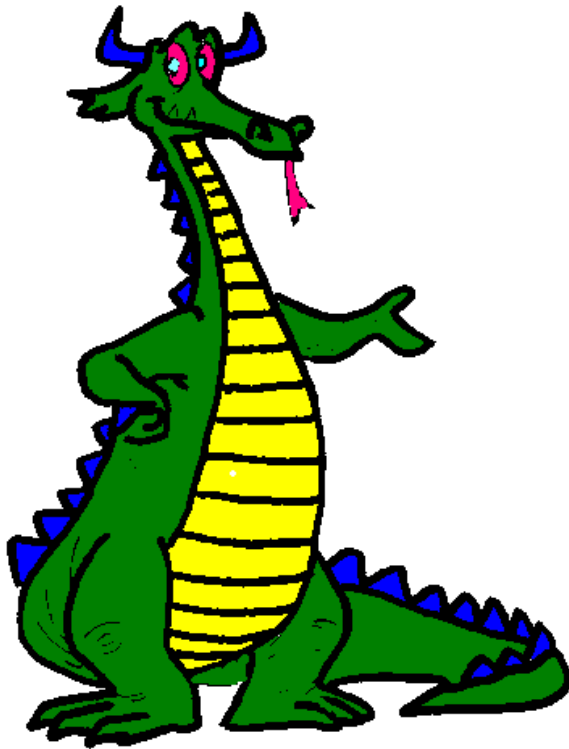
# **CGBP - Aphobia: Putting the Monster Back in the Box**

Walt Kendall  
Tarleton State  
University



# The First Question.....

- Where, on this good Earth, is Tarleton State University?



# My Personal Strategy for Dealing With CGBP - Aphobia

- CGBP – Aphobia is especially difficult for academics.
  - We have fragile egos!
  - We have advanced degrees
  - We already have reputations as experts to defend
  - No one wants to be embarrassed
  - **What if I fail the exam?**
  - I decided not to tell anyone until I had passed!



# But, You May Need to Tell People

- May be a work requirement
  - May need to do so for employer funding
  - Etc.
- 
- So, if you can't take my cowardly route, what can you do to keep the monster of Test Anxiety in the box?



# Understand the Examination

- It is rigorous
- It is NOT impossible
- For those who study effectively, the pass rate is fairly high. (72-73% in the past)
- If you are working in International Trade you probably already know more than you realize



# Being Well Prepared is the Best Way to Reduce Test Anxiety

- Space out your studying over at least a few days, preferably weeks
- Read the questions slowly and carefully
- Don't worry about how fast other people finish their test; just concentrate on your own test
- If you don't know a question skip it for the time being (Mark it and come back to it later, it is better to guess than leave blank)
- Remember that you don't have to get every question right to do well on the test (70% is as good as 100%...you will be a CGBP)



# There are Two Study Options

- Option One
  - Enroll in a structured course
  - These can be found on the [NASBITE.org](http://NASBITE.org) website in the CGBP section
  - Study materials and instruction are usually provided
- Option Two
  - Study on your own



# Let's Take a Closer Look at the Exam

- The exam is made up of 150 multiple choice questions
  - Hint: Some of the questions help you to answer other questions
    - Keep your mind tuned in for these opportunities
- You have three hours to take the exam
  - That's one minute and 20 seconds per question
  - It isn't a race to finish first...





# Where Do the Questions Come From?

- All of the questions come from one of four knowledge areas:
  - Global Business Management
  - Global Marketing
  - Supply Chain Management
  - Trade Finance



# All of the Questions Come From One of the Four Knowledge Areas

- Each Knowledge Area is further broken down:
  - Tasks
    - After evaluating foreign currency exchange risk, select, implement and manage risk mitigation techniques to protect the company against fluctuation of foreign exchange
  - Specific knowledge requirements
    - Foreign exchange risk mitigation techniques and required documentation (e.g. hedging tools, currency option contracts, transfer pricing)
- This list can be found on the [NASBITE.org](http://NASBITE.org) site in the CGBP section
  - Not particularly useful for studying in my opinion
  - Good for getting feel for what you need to study



# An Overarching Principle

- As you prepare for the examination, whether through a formal course or on your own, there is something important to keep in mind...

Foley's Principle: **It is all about recognizing and dealing with risk.**

- Put as much as you can into that framework



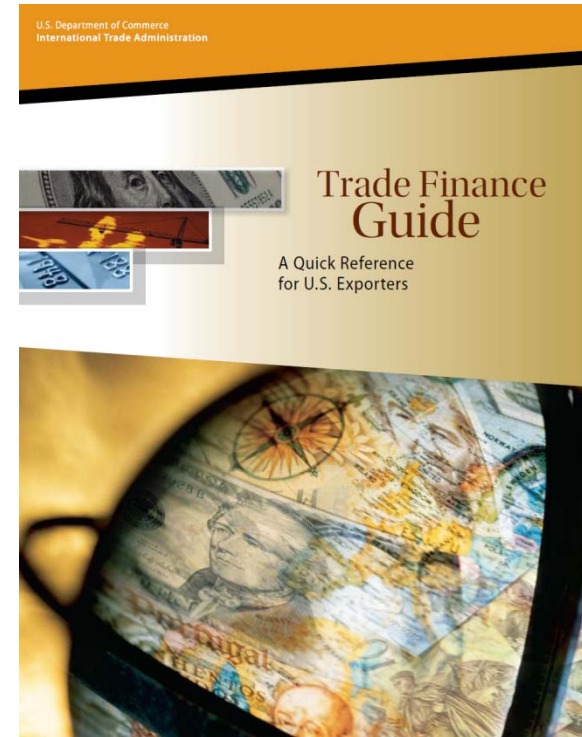
# Study the NASBITE Terms / Theories / Concepts

- They are listed as a part of the NASBITE CGBP study and review guide
  - NASBITE.org site in the CGBP section
  - In my opinion, the Guide isn't of much use except for this list
- You should be able say and know something about each and every term



# Study the DOC Trade Finance Guide

- Available in PDF form



- [www.ita.doc.gov/media/Publications/abstract/trade\\_finance\\_guide2008desc.html](http://www.ita.doc.gov/media/Publications/abstract/trade_finance_guide2008desc.html)



# Study

- Exporting Basics

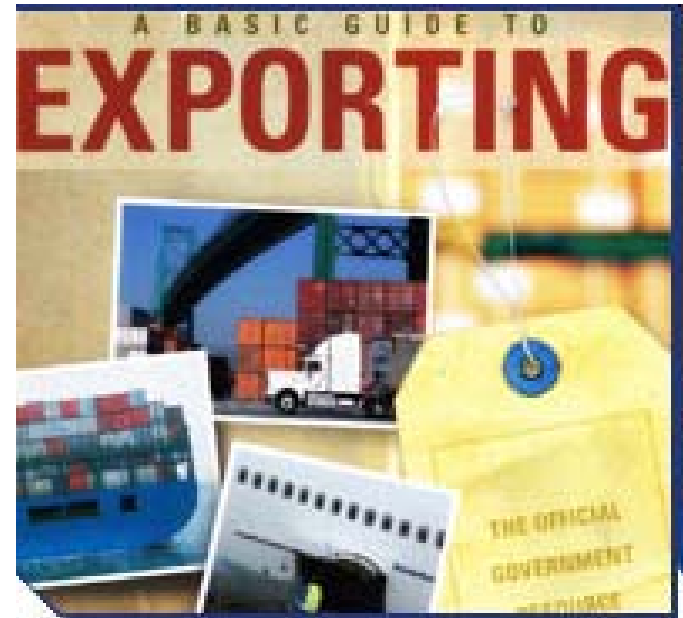
- By: Maurice Kogon at El Camino College

- <http://elcamino.citd.org/files/global/startup/ExportingBasicsUpdate080807.pdf>



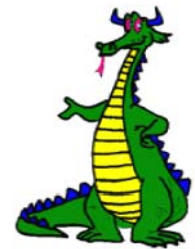
# Look At

- A Basic Guide to Exporting
- <http://export.gov/basicguide/>



# Books From World Trade Press

- [www.worldtradepress.com](http://www.worldtradepress.com)





# Online Study Modules

- Michigan State University
- <http://globaledge.msu.edu/resourceDesk>



# The Exam is Purposely Broad

- Even people who have worked in International Trade for many years may not have the breadth of knowledge needed to excel on the Exam
- People working in trade tend to be experts in one area
- The exam is intended to show that a person has a broad knowledge in several areas, not just deep knowledge in one area



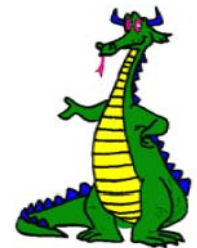
# Because of the Breadth...

- Nearly everyone has to study to pass
- That's good, because you know that you are not alone
- Consider a formal training course
  - Gives you a structure to learn within
  - Many of us need the discipline of a structured program
- However, self study is also a viable option



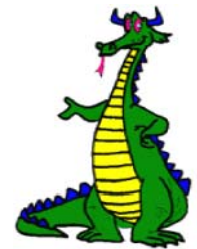
# Solid Preparation is Key

- We know, and then often ignore, what we need to do to learn a subject well....
- The key is to process things through our brain in as many ways as possible....



# Processing Takes Time

- Thus, the most effective study can't take place the night before the exam....



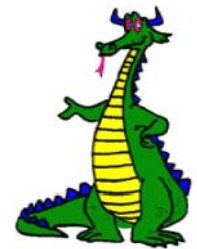
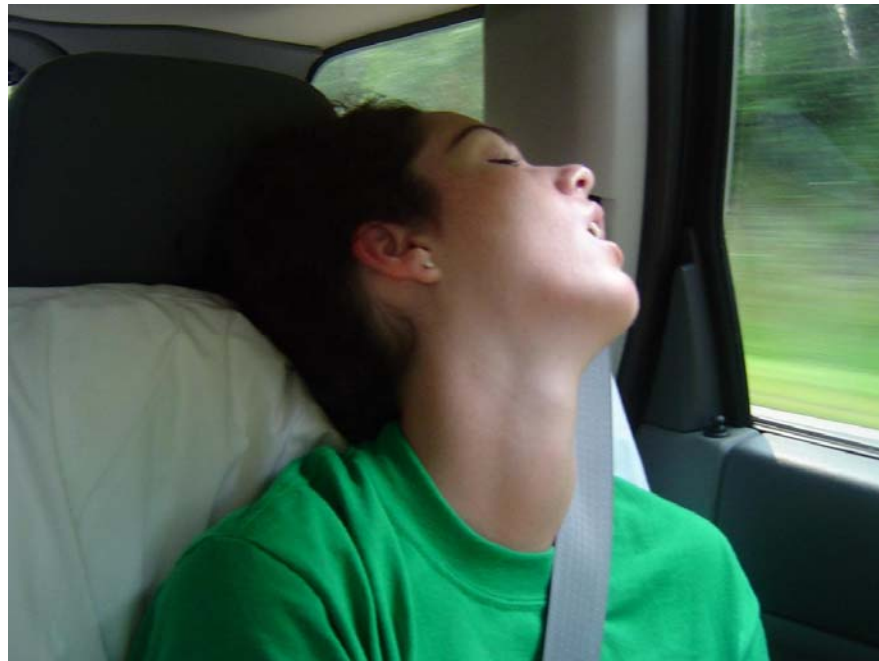
# About our Brain....

- Different parts of our brains process information, depending on how it is conveyed
  - Hearing
  - Reading
  - Seeing
  - Writing
  - Saying
- The more of these that you do, the better off you are in terms of learning...



# Sleep on It!

- It's a fact....
- Our brains process information into long term memory while we sleep.



# New Learning Research

- The latest research shows that saying information out loud is one of the most effective ways to learn.
  - Teachers have known this intuitively for years



- Thus, you now have a good reason to talk to yourself as you learn!
  - Give yourself a little lecture of the key points

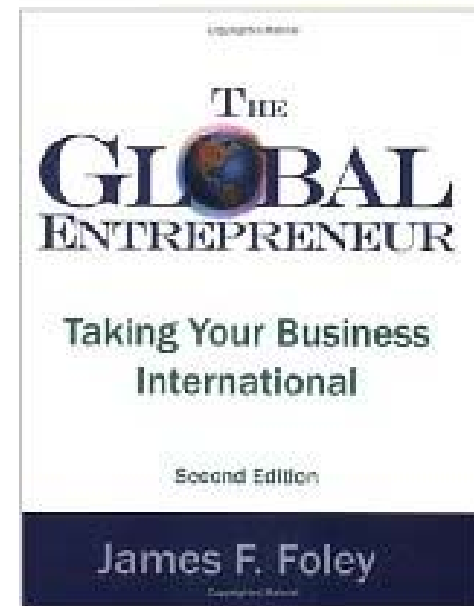




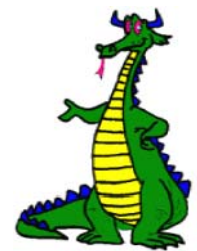
# The One Best Resource....

- In my opinion, if you can study nothing else, study Jim Foley's Book:

## **The Global Entrepreneur Second Edition**



# When All Else Fails



# Take the Exam!

- Three quarters of people pass the first time!
  - Those who don't pass didn't study
  - That is easy to solve....
  - Study!
- You will be glad that you took the exam!



# A Few Sample Questions, Just for Kicks

Taken from: NASBITE.org site, CGBP Section

- From the: Global Business Management Domain

Which of the following is primarily responsible for regulating the export of non-military U.S. goods and technologies?

- (a) Customs and Border Protection
- (b) Department of Defense
- (c) Department of State
- (d) Bureau of Industry and Security

**D**



# A Few Sample Questions, Just for Kicks

Taken from: NASBITE.org site, CGBP Section

- From the: Global Marketing Domain

Which of the following Incoterms would mean the main carriage is paid by the seller?

- (a) FAS
- (b) CIF
- (c) FOB
- (d) EXW

**B**



# A Few Sample Questions, Just for Kicks

Taken from: NASBITE.org site, CGBP Section

- From the: Global Marketing Domain

A manufacturer located in the customs territory of the United States imports lenses from Japan. The lenses are incorporated into sunglasses that are then exported to Malaysia. Which of the following statements is correct?

- (a) Nearly all the of the customs duty on the import of the lenses may be recovered from U.S. Customs.
- (b) No duty is charged on the lenses upon import, because they are destined for export in the form of sunglasses.
- (c) None of the customs duty on the import of lenses may be recovered from U.S. Customs.
- (d) U.S. Customs duty charged on the import of lenses may be deducted from the Malaysian duty paid on the sunglasses.

A



# A Few Sample Questions, Just for Kicks

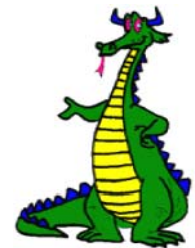
Taken from: NASBITE.org site, CGBP Section

- From the: Trade Finance Domain

Which of the following payment terms presents the LEAST risk to the exporter?

- (a) Irrevocable letter of credit confirmed by a major U.S. bank
- (b) Irrevocable letter of credit advised by a major bank in the buyer's country
- (c) Bank guarantee advised by a major bank in the buyer's country
- (d) Documentary collection

A



# If You Have Seen Many Western Films

- You know what the cowboy does at the end of the show...
- Kisses his horse!
- The End!

