

***Certified Global Business Professional (CGBP)  
Training Resource Evaluation***

*Analysis Conducted by NASBITE International*



## ***Introduction***

This document contains a summary of a formal analysis that has been undertaken by NABITE International to determine the quality of this resource as it relates to the Certified Global Business Professional (CGBP) Practice Delineation. The CGBP Practice Delineation is a document that articulates the trade skills certified through the attainment of the NASBITE Certified Global Business Professional credential. It is comprised of four domains of skills – as follows:

*Domain 1: Global Business Management*

*Domain 2: Global Marketing*

*Domain 3: Supply Chain Management*

*Domain 4: Trade Finance*

The skills certified within each of these domains consist of tasks and supporting knowledge statements. This analysis is a formal evaluation of a CGBP Training Resource (named below) which is intended be useful for those who have an interest in acquiring this knowledge to help them pass the NASBITE CGBP Exam.

### **CGBP Training Resource Evaluated**

**MindEdge CGBP Exam Prep Course: Global Business Management**

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## ***Rubric-based Assessment***

In the assessment that follows, this training resource compared against every task and knowledge statement within the CGBP Practice Delineation using an evaluation rubric that distinguishes between the following categories of adequacy:

<b>No Applicable Content</b>	There is no content in the resource that would be helpful for someone wanting to attain this knowledge
<b>Inadequate Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge, but that content is superficial or inadequate. So the information provided would not adequately prepare someone for the depth of questioning on this topic that can be expected on the CGBP exam.
<b>Good Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge. The content is good and covers some of the important aspects of the knowledge statement. However, this resource could be improved in this area and it may not be in-depth enough to prepare someone for all possible types of questions on this topic that might arise on the CGBP exam.
<b>Excellent Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge. The content is excellent and covers all relevant aspects of the topic. It should be adequate to prepare someone for all possible types of related questions that might arise on the CGBP exam.

## ***Qualitative Assessment***

Additionally, a qualitative statement supporting the adequacy of the resource is also available at the end of this document. The qualitative comments give the reviewer of this training resource an opportunity to offer additional comments that may not be obvious to someone who relies on the rubric assessment alone. For example, if a resource contains particularly good visual elements, case studies, or highly interactive activities, these positive elements may not be evident from the rubric assessment alone. On the other hand, a resource may cover all relevant aspects of the topic, but at the same time, it might also contain extraneous material making it more difficult to use efficiently. Again, this might not be evident in the rubric assessment alone, so the qualitative assessment section offered at the end of the review gives the reviewer an opportunity to elaborate as needed.

## Rubric Assessment - Domain 1: Global Business Management

Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business

**Task 01/01: Develop and/or assist in the creation of a global mission statement for the firm.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/01/01: components of a mission statement	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Task 01/02: Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/02/01: business ethics as perceived and practiced in the U.S. and in other countries (e.g., cultural relativism, labor laws)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/02/02: culturally appropriate techniques for international business settings (e.g., adaptive behavior, response, and verbal/written language to correspond with local business culture, group vs. individual, ethnocentric vs. polycentric, high context vs. low context)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Task 01/03: Participate in the global business planning and long-term strategic planning processes.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/03/01: environmental factors affecting international strategies (e.g., political, legal/regulatory, sociocultural, cost and competitive factors, appropriate levels of technology)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/03/02: local, state, federal and global support initiatives that are designed to enable global business ventures and expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/03/03: elements of a global business plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Task 01/04: Contribute to the ongoing internal and external research efforts to determine viability of global ventures.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/04/01: basic research concepts and techniques (e.g., primary vs. secondary data, basic research methodologies/processes, surveys) and data analysis/evaluation processes (statistical evaluation, quantitative and qualitative analyses)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/04/02: data sources for international market data (e.g., U.S. Dept. of Commerce, IMF, World Bank, UN agencies, Country Desks, and private firm data)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Task 01/05: Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/05/01: country risk (e.g., political risk, economic risk, expropriation)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/05/02: commercial risk	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/05/03: risks and sources (e.g., Department of State) associated with travel and expatriate activities (e.g., family member's adaptation, reverse culture shock, Centers for Disease Control and Prevention – CDC as source for travel risks)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/05/04: credit assessment and mitigating techniques (e.g., export credit insurance, international finance)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Task 01/06: Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
01/06/01: general legal liability issues (e.g., product, international contractual disputes, arbitration, United Nations Convention for the International sale of Goods (CISG), governance issues, export license compliance)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/06/02: intellectual property rights (e.g., patent, trademark, copyright), international agreements (e.g., Paris Convention, Madrid System) and practical enforcement levels	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
01/06/03: issues related to and sources of information (e.g. Bureau of Industry and Security, United Nations) for offshore regulatory/legal concerns (e.g., bribery/corruption, Foreign Corrupt Practices Act (FCPA), antitrust, customs, import/export permits, licenses, labor law, currency regulations)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

### ***Overall Qualitative Assessment***

This qualitative statement (below) speaks to the overall adequacy of this training resource. These additional comments summarize important aspects of the training resource that may not be obvious to someone who relies on the rubric assessment alone.



**CGBP Training Resource Evaluation Conducted by:**

Assessment Component	Reviewer's Name	No Conflict of Interest** (Signature)	Date
Domain 1: Global Business Management	<b>Leah Goold-Haws</b>	Signature on File	<b>July 24, 2018</b>
Domain 2: Global Marketing			
Domain 3: Supply Chain Management			
Domain 4: Trade Finance			
Overall Qualitative Assessment			

**\*\*Conflict of Interest Disclosure** – Signatures inserted above under “No Conflict of Interest” certify the reviewer has no affiliations with, or involvement in, any organization or entity with a direct financial interest (such as honoraria; grants, employment, consultancies, stock ownership, or other equity interest); or non-financial interest (such as personal or professional relationships, affiliations) in this training resource. It also certifies that the reviewer has no similar financial or non-financial stake in any organization or entity that offers CGBP training materials or resources that would be in competition with this training resource.