



CGBP Training

NASBITE Annual Training Forum 2026

Global Business Management: Part One



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CGBP Introduction

CGBP Purpose, Course Goals, CGBP Domains & Threads

CGBP Credential



Purpose

- Certification to demonstrate expertise and professionalism
- Career advancement pathway
- Support and improve the practice of international trade

CGBP Prep Course

- Review key elements of the practice delineation
- Tips for preparing for the exam
- Chance to learn from and engage with CGBPs
- Improve chances of successfully passing CGBP exam

CGBP Credential



Domains

- Global business management
- Global marketing
- Supply chain management
- Trade finance

Threads

- Documentation and recordkeeping
- Legal and regulatory compliance
- Cultural competence
- Technology
- Resources
- Risk & crisis management



Global Business Management

Task 101: Global Mission Statements



Mission, Vision, Values

Mission, vision, and values (MVV) are important elements of the company description and need to be put into an international or global context.

- What is your purpose, your why?
- How does international trade or global business fit into the big picture?
- How are you looking forward?
- How do your values align?
- Is this practical and strategic, and do the parts align?

Example: BBC



1. To provide impartial news and information to help people understand and engage with the world around them.
2. To support learning for people of all ages.
3. To show the most creative, highest quality and distinctive output and services.
4. To reflect, represent and serve the diverse communities of all of the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom.
5. To reflect the United Kingdom, its culture and values to the world. <https://www.bbc.com/aboutthebbc/governance/mission>



Example: Vektek



"VEKTEK DELIVERS INNOVATIVE WORKHOLDING SOLUTIONS THAT HELP CUSTOMERS SUCCEED WORLDWIDE."



<https://vektek.com/home/about-us/>

Mission: To engage in long-term, flexible partnerships with customers, employees, suppliers and the community by continual focus on their changing needs as drivers for world-class manufacturing solutions.

Vision: The best value in flexible and innovative productivity solutions worldwide.

Values: integrity, teamwork, and work-life balance.



Global Business Management

Task 102: Ethical and Cross-Cultural Issues That Impact the Conduct of International Business

Important Topics in International Business Ethics & Law



- Import-export regulations
- Corruption & bribery
- Human rights
- Labor standards
- Data privacy
- Supply chain ethics
- Taxation
- Business & property ownership
- Property ownership
- Environmental ethics
- Consumer protection
- Advertising
- Competition/anti-trust
- Payment methods and terms
- Contractual frameworks
- Corporate social responsibility

Examples



U.S. Foreign Corrupt Practices Act (FCPA)

<https://www.justice.gov/criminal-fraud/fcpa-resource-guide>

EU's General Data Protection Regulation (GDPR)

<https://gdpr-info.eu>

Paris Agreement

<https://unfccc.int/process-and-meetings/the-paris-agreement>

Examples



ASEAN Consumer Protection Laws & Regulations

<https://www.asean.org/wp-content/uploads/2021/01/Handbook-on-ASEAN-Consumer-Protection-Laws-and-Regulations>

TRIPS Agreement

<https://www.uspto.gov/ip-policy/patent-policy/trade-related-aspects-ip-rights>

International Labor Organization Standards

<https://www.ilo.org/international-labour-standards>

Cultural Issues



- Self-Reference Criterion & Ethnocentrism
- Conscious and unconscious cultural bias
- Language barriers
- Cultural differences in business management practices
- Cultural differences in distribution channels
- Impact of culture in consumer behaviors
- Impact of cultural approach in marketing

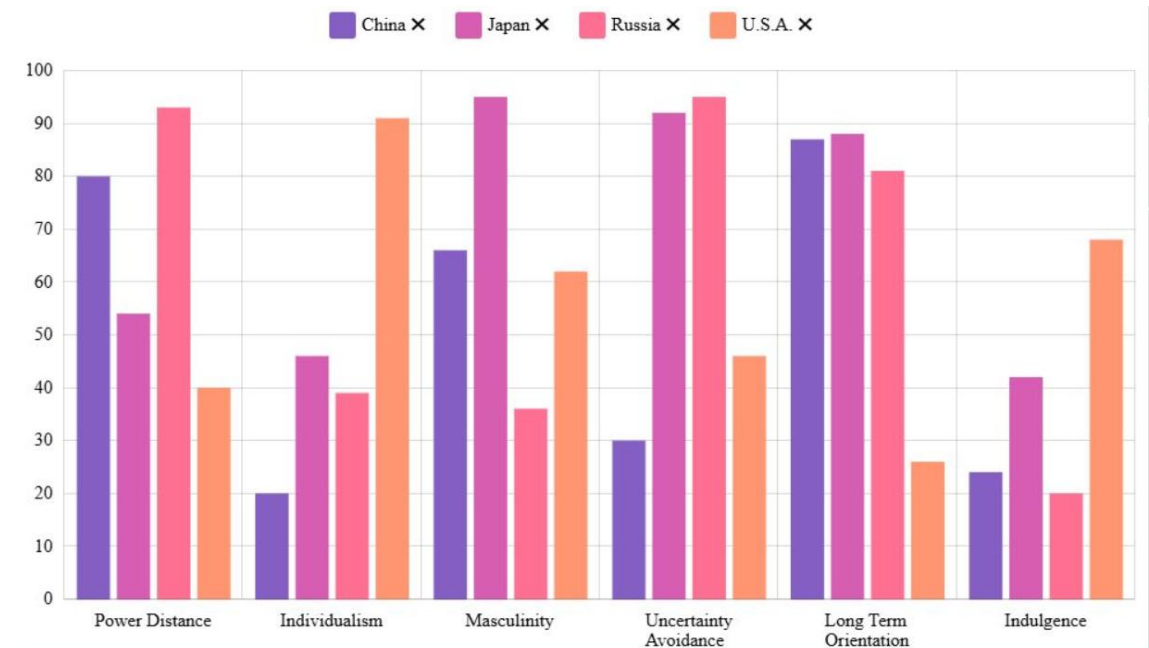
Geert Hofstede: Dimensions of National Culture



Six basic dimensions:

1. Collectivism – Individualism
2. Power Distance
3. Femininity – Masculinity
4. Uncertainty Avoidance
5. Long-term Orientation
6. Indulgence

<https://geerthofstede.com/culture-geert-Hofstede-gert-jan-Hofstede/6d-model-of-national-culture/>



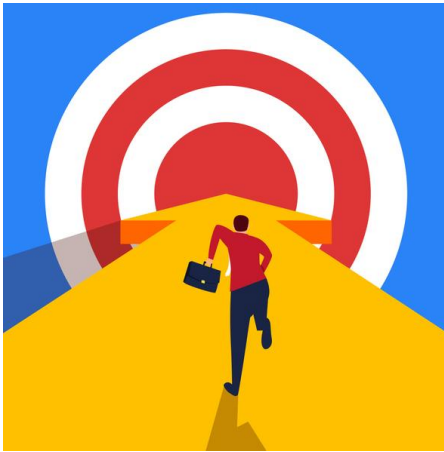
Hofstede culture dimension bar chart



Global Business Management

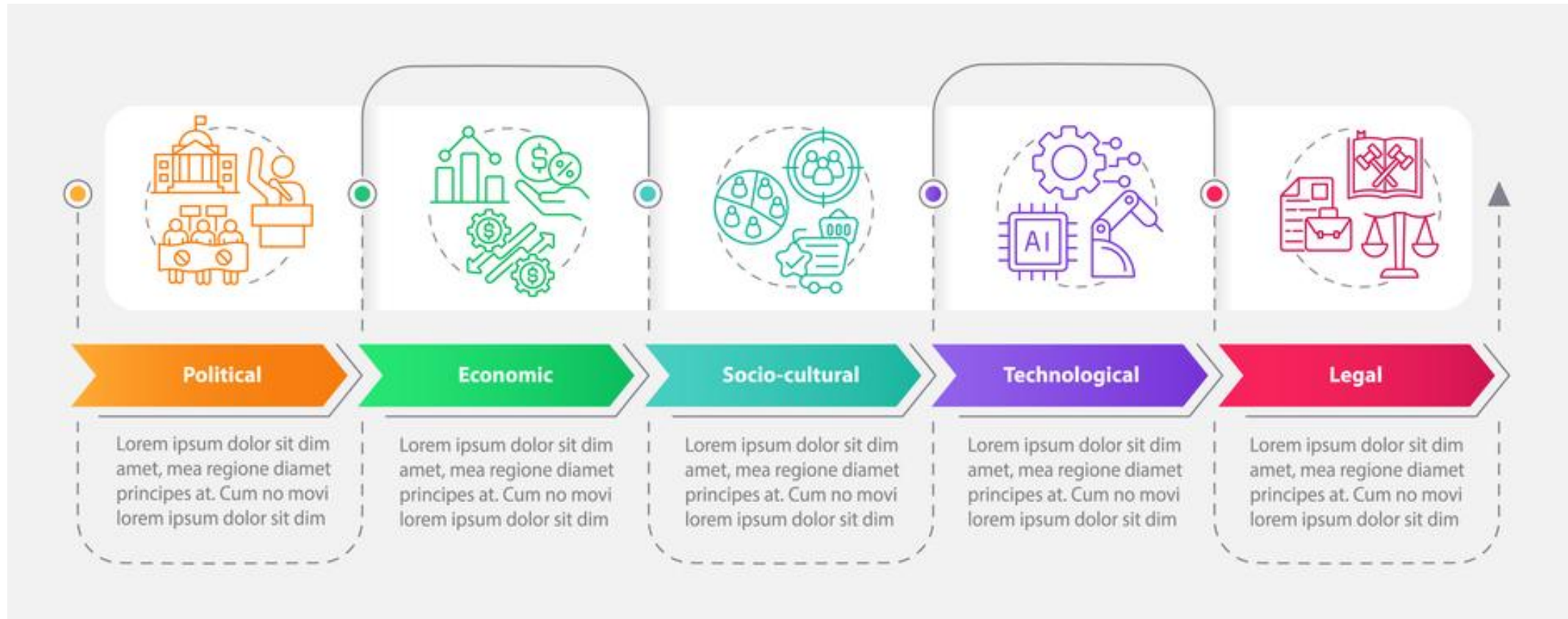
Task 103: Participate in Global Business Planning and Long-Term Strategic Planning Processes

Key Goals of the International Business Plan



- Develop market objectives
- Build the international business case
- Balance a realistic assessment of opportunity with realistic assessment of risks and risk tolerance
- Develop timeframe and benchmarks
- Refine the “ask”
- Create an actionable plan for implementation to achieve strategic goals.

PESTLE Analysis



International Business Plan



- Executive Summary
- Company Description
- Product or Service Selection
- Market Selection
- Competitive Analysis
- Business Model
- Cultural Assessments
- Marketing and Sales
- Pricing
- Financial Analysis
- Performance Metrics
- Legal and Regulatory Issues
- Risk Mitigation
- Operations & Logistics
- Action Plan

Business Models



- What is the domestic business model? Will it work in other markets?
- What business model will work best in markets under consideration?

Examples:

- Product
- Service
- E-commerce
- Business-to-consumer
- Business-to-business
- Brick-and-mortar
- Subscription
- Lease-rental
- Reselling

- What is the ability and willingness to adopt new business models if need?
- What additional resources are needed and who can help?



International Modes of Entry

- Indirect exporting
- Piggy backing
- Direct exporting
- Digital exports
- Licensing
- Franchising
- Strategic alliances
- Joint ventures
- Wholly-owned subsidiaries
- Acquisitions
- Greenfield investments

 Compare degree of ownership, control, investment, and risk.

International Business Plan Resources



SBA

<https://www.trade.gov/sample-export-plan>

International Trade Administration

<https://www.trade.gov/develop-export-plan>

International Trade Administration U.S. Commercial Service



- Services
- Gold Key Service
- Initial Market Check
- International Company Profile
- International Partner Search
- RAISE Research
- Single Company or Location Promotion
- Trade Show Representation
- Virtual Fairs
- Virtual Introductions

<https://www.trade.gov/all-services>

Small Business Administration State Trade Expansion Program



- STEP Grants - awarded to states and territories to help businesses export
- Examples of uses (vary from state to state):
- Learn to export
- Design international marketing products and campaigns
- Support website globalization and e-commerce capabilities
- Participate in export trade show exhibits
- Participate in foreign trade missions
- Pay for export program services offered through federal agencies

<https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step>

Other Sources of Programs, & Initiatives to Support International Trade & Global Expansion

- State-level programs
- Regional or metro programs and initiatives
- World Trade Center programs and initiatives
- Foreign economic development organizations programs and initiatives





Global Business Management

Task 104: Contribute to the On-Going Internal and External Research Efforts to Determine the Viability of Global Ventures

Viability

- Company capacity
- Business objectives
- Product or service selection mix
- Company's market wants and needs
- Product and industry considerations
- Competitive analysis
- Market variables
- KPIs
- Risks



Market Research Resources



International Trade Administration – How to Research and Select Markets Confidently

<https://www.trade.gov/conducting-market-research>

(See Resource List for additional resources)

Basic Research Concepts

- Secondary market research
- Primary market research
- Quantitative research
- Qualitative research
- Staff market knowledge
- Local partners





Global Business Management

Task 105: Perform Formal Risk Assessments and Develop Risk & Crisis Management Policies for Global Business Activities



Risk Benefit Analysis

- Put in context of international or global strategy objectives
- Focus on proposed course of action
- Identify risks
- Evaluate risk exposure
- Compile risk mitigation strategies
- Assess potential risk impact
- Assess likelihood and magnitude of benefits
- Conduct final assessment (include comparison to risk of not engaging internationally/globally)

Risk Identification

- Country risks
- Commercial risks
- Foreign currency risks
- Intellectual property risks
- Technology risks
- Travel and expatriate risks
- Geopolitical risks
- Emerging risks

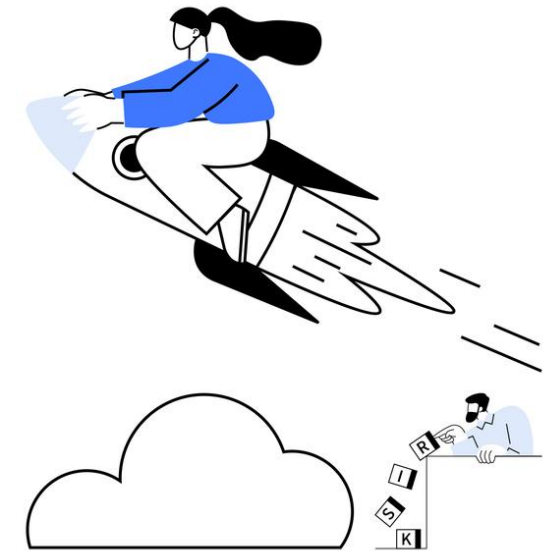


Also, company risks

- Overcommitment of resources
- Brand damage
- Negative financial impact

Risk Mitigation

- Avoid/eliminate certain risks
- Reduce likelihood of risk occurrence
- Reduce frequency risk occurrence
- Transfer risk
- Reduce potential impact
- Risk management plan
- Market exit strategy





Global Business Management

Task 106: Develop and/or Assist in Internal and External Legal and Regulatory Compliance Efforts to Support Global Activities



Important Components

- Internal processes
- U.S. export and import regulations (EAR, ITAR, CSL, AES)
- Foreign export and import regulations
- Customs clearance and shipping documents
- Product standards – marks, components, ingredients, labeling
- Other regulations: privacy, data, marketing, labor, competition
- Tariffs, duties, other fees
- Classifications
- Licenses, permits, end-uses

Develop Internal Processes



U.S. Department of Commerce
Bureau of Industry and Security

Export Compliance Guidelines

End to end screening
Trade compliance
Continued monitoring
Accurate classifications
Clear documentation
Filings

Start here:

https://bis.gov/sites/default/files/documents/ECP_O.pdf?utm

Consolidated Screening List



Be familiar with the Consolidated Screening List Search Engine

Review materials on this page

Consolidated Screening List

Screen potential buyers and end-users to comply with U.S. Government regulations.

<https://www.trade.gov/consolidated-screening-list>



Global Business Management

Task 107: Collaborate in the Development, Implementation, and Evaluation of Global Budgets

Global Budgeting

- Basic elements of financial statements
- Understand factors that impact costs
- International market pricing strategies
- Impact of foreign currency exchange rate fluctuations
- Sales forecasting

- Key profitability ratios
- Benchmarking
- Monitoring financial management
- Trade finance instruments
- Import valuations
- Contingency planning





Global Business Management

Task 108: Establish and Maintain Relationships with Appropriate External Organizations to Support Global Activities

Important External Domestic Relationships

- State-level international trade office
- State or regional District Export Office
- Local U.S. Commercial Service
- Regional SBA Office
- Regional EXIM Bank District Manager
- Local World Trade Center
- U.S.P.T.O. IP Attaché Program



Important External Domestic Relationships

- Freight forwarder/logistics firm
- International banker
- International accountant
- International attorney



Important External Foreign Relationships



- Customers/buyers
- Distributors, agents, reps
- Local American Chamber of Commerce Abroad (Am Cham)
- Consulting firms
- International banker
- International attorney
- Local/regional/national economic development organization, if doing foreign direct investment
- Universities
- Partners
- Regulatory agencies



Global Business Management

Task 109: Utilize Technology to Support Global Performance and Collaboration

Areas where technologies can support global business



- Financial Management
- Predictive Analytics
- Market Segmentation
- Project Management
- Procurement & Supply Chain
- Logistics
- Regulatory Compliance
- Communications
- Social media



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Thank you and best wishes on the exam!

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