



Adding Value to Curriculum through External Validation and Assessment: The CGBP

Presented by:

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Sorrell College of Business

Certified Global Business Professional from NASBITE



The North American Small Business International Trade Educators (NASBITE) International holds several partnerships with numerous federal government agencies and facilitate and awards the Certified Global Business Professional Training. It is the leading authority and industry standard for global business education, trade credentialing, training and practice.

<https://nasbite.org/>

The CGBP designation, a professional credential, was first awarded in 2005 and is been managed by **NASBITE, which is the leading authority and industry standard for global business education, trade credentialing, training and practice.** It was created in cooperation with numerous federal and state government and corporate partners, as well as the Centers for International Business, Education, and Research (CIBERs), and practitioners, the NASBITE CGBP™ credential was developed and on March 20, 2005 the first credentialing exam was given.

The certificate is internationally recognized and showcases competency in international business.

Impact of CGBP



- The NASBITE CGBP credential **confirms knowledge in international trade and assures that employees are able to practice global business at the professional level required in today's competitive environment.** Over 2,000 global business professionals have earned the CGBP designation conferred by [NASBITE International](#).

- The certification covers 4 areas:

- Global Business Management
- Global Marketing
- Supply Chain Management
- Trade Finance

“Multinational firms tend to pay higher salaries which will impact our graduates and tend to have a greater technological edge than domestic only companies”.

https://oecdobserver.org/news/archivestory.php/aid/2767/Do_multinationals_promote_better_pay_and_working_conditions_.html

Value to Students and Troy University



- We live in an increasingly competitive global world. The CGBP provides students with a unique, certified, and measurable competitive advantage as Troy University prepares its students to compete globally.
- The CGBP exam
 - Validates workforce ready students
 - Validates what is learned in the classroom.
 - Allows students to add the certification to their resume
- Integrating global business competency learning into higher education curriculum develops skill sets applicable to successfully competing in a global world.
- One of Troy University's institutional goals is to “provide an international perspective for domestic students and an American experience for international students.”
- Participating in this type of program provides opportunities for our students to compete with other universities which will bring recognition to our international program as well as SCOB's mission to
 - *“Provide quality undergraduate and graduate education in global business through high-quality **teaching.**”*

Export Impact



The Economic Impact of Exporting

- In the past 25 years, U.S. exports increased five-fold from \$224 billion to more than \$1.1 trillion (2004).
- About one of every five factory jobs—or 20 percent of all jobs in America's manufacturing sector—depends on exports. Workers in jobs supported by merchandise exports typically receive wages higher than the national average.

<https://www.uschamber.com/international/international-policy/benefits-international-trade>

Impact of International Trade in Alabama

- Goods and services exports accounted for 9.7% percent of Alabama's state GDP in 2018 (down from 12.1% in 2016).
- **Alabama's exports have grown more than two times faster than state GDP** since 2006. The average annual export growth during this period was 5.1 percent, while the average annual state GDP growth was 2.3 percent.
- Almost 20% of jobs in Alabama depend on international trade.
- Almost 500,000 jobs in Alabama are supported by trade.
- Over 4,000 businesses in Alabama export.
- **Employment in trade in Alabama grew 6 times faster than total employment from 1992-2016.**
- **Export dependent industries in Alabama pay approximately 16% more than less export oriented jobs.**
- Between 2006 and 2016, Alabama goods exports have increased by 52% and services exports by 76%.

<https://www.madeinalabama.com/2019/08/record-year-for-foreign-investment-sparks-growth-in-alabama/>

https://tradepartnership.com/wp-content/uploads/2019/01/BRT_TRADE_2018_Alabama.pdf



The Decision to Implement the CGBP into the Global Core Curriculum

Troy University requires students to complete a business core curriculum that consists of 5 required courses and 1 elective. Two of those required courses are Global Marketing and the capstone Global Management, taught by Dr. Colley and Dr. Relyea respectively.



Global Business Major Requirement

(18 Hours)

B.S.B.A. in Business Administration with major in global business.

Major Requirements (18 Hours)

ECO 4451	(3)	Economics of Globalization
HRM 3375	(3)	Global Human Resource Management
MGT 4471	(3)	Leadership/Change
MKT 4468	(3)	Global Marketing
MGT 4478	(3)	Managing in a Global Environment

Choose any upper-level business elective

**Managerial Accounting Concentration students must take FIN 3334 Financial Statement Analysis as their upper-level business elective.*

The Decision to Implement the CGBP into the Global Core Curriculum



Dr. Relyea and Dr. Colley both use Jim Foley's textbook

Global Entrepreneur 4th Edition: Taking Your Business International

With the leadership of the Department Chairs in Marketing and Management, Dr. Relyea and Dr. Colley worked together to determine the flow of curriculum and to use the Foley's textbook to prepare students to take the CGBP exam in the capstone Global Management course.

With the CGBP consisting of four sections, the textbook material was split and each professor taught two areas each with some overlap on introduction and Incoterms.

Global Management: Management and Finance

Global Marketing: Marketing and Supply Chain Management

THE
GLOBAL
ENTREPRENEUR

Taking Your Business
International

Fourth Edition

James F. Foley

End of Semester CGBP Exam/Outcomes



Near the end of Spring semester 2021, students in Dr. Relyea's Global Management capstone course took the CGBP practice exam and then the actual exam.

Discussion of outcomes

Challenges



- Students are not required to take Global Marketing and Global Management in the same term which is not ideal. We want students to take both courses and take the exam in the same semester.
- Possible changes in the Sorrell College of Business as we may move from concentrations back to majors. Moving back to majors would eliminate the required global business core. However, at least one department chair is agreeable to require Global Management to remain a requirement of the marketing major.
- Additional practice exams would be beneficial, ideally with one practice exam for each of the four areas.
- Lack of motivation of some students who may not be pursuing a career in international business yet are required to take these courses.

Lessons Learned and Moving Forward



- Discussion of offering as one separate course once a year as an elective for those interested in pursuing the certification?
- The potential downside is then if the course is not required are we moving away from the purpose for offering the course?
- Should Global Management be the sole course to cover the material?