

Integrating CGBP into curriculum  
NASBITE International  
April 2015

**UNIBusiness**INTERNATIONAL  
UNIVERSITY OF NORTHERN IOWA COLLEGE OF BUSINESS ADMINISTRATION

Align with CBA objectives

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Essential Business Knowledge  
Contemporary Business Skills  
Traditional Work Values

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READY

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## Sell Concept to Administration

- Total belief in value
- Personal initiative to receive certification
- Provide positive examples
- Continued discussion
  - Don't be noisy about it
- Administration's desire to develop globally proficient professionals
- Supply chain emphasis is a good tie

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## Course Objectives

- Global Trade Practices is designed to prepare individuals to address the complications associated with business operations in today's global economy.
- This course requires that students apply the knowledge gained through the business core courses of management, marketing, accounting, operations, and finance with particular attention on global business operations. As such, this course translates theory into practice and helps students learn the terminology and systems that support international trade.
- This knowledge can be of immediate advantage to employers involved in freight forwarding and exporting, as well as with various trade and commerce organizations.

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## Course structure

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- Regular semester offering
- 1 hour MWF for 15 weeks
- Multiple choice exams every few weeks
  - 4 exams over 5 or 6 chapters each
  - Final comprehensive exam
- Variety of assignments or class projects
  - Inter country group projects
  - Company projects
  - Student Iowa export project
- When possible:
  - Guest speakers
  - Conferences
  - Visit to freight forwarder

## A tradition of CGBPs

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# International Business Minor



## Business Majors

- Institutionalized in 2008
- Course requirements
  - World Geography OR International Relations
  - Global Marketing OR Distribution and Logistics
  - International Economics OR Economic Development
  - Seminar in International Business OR Global Trade Practices
  - International Financial Management OR International Financial Economics
- International Experience
- An Approved Elective

*Non-business majors may also achieve an international business minor*

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# Global Marketing Emphasis Major



- Began in 2012
- 13 graduates
- 40 current majors
- Requires international internship
- Global Marketing
- **Global Trade Practices**



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## Certified CGBP Trainer

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- **Certified in 2011**
- **Extensive experience training students in various countries**
- **Continuous learning**
  - forums,
  - company visits,
  - touring

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## Global Trade Practices

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- First taught as experimental course known as Global Trade Management.
- Curriculum process approval
- Now permanent offering
- Four week summer program
- MBA and professional program



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## Kirkwood Community College Outreach

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- Faculty member passed CGBP exam early 2015
- New international certificate program
  - Designed with assistance from UNI faculty
  - CGBP exam training with UNI professional offering



Marilee Feldmann  
Certificate Director



Kirkwood Community College

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Thank You

Grazie

Merci

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