One of our goals is vocational training
We attract students at every stage in their education & career
Our fees are reasonable
Class schedules are flexible
Faculty can more easily be hired from a pool of talented practitioners
Students are motivated.
2 years of education aligns perfectly with CGBP requirement.
Because we can!
1996 launched IB AA Degree & Certificate (utilized BIE Grant funds)
- Patterned after Executive Ed Program
- Classes offered in 4 week, 1 unit modules
- Allowed for pseudo open entry system
- Utilized practitioners to teach

2003 Aligned Established program to CGBP Rubric (2nd BIE Grant)

2005 – first SAC students sat for CGBP
Complete All of the Required Core Classes:
- Bus 100 – Fundaments of Business
- Bus 106 - Kiss, Bow or Shake Hands
- Bus 125 - International Business
- Bus 222 – Business Communications

Select 1 Elective Class:
- Acct 101 - Financial Accounting
- Acct 115 – Survey of Accounting
- Bus 120 – Principles of Management
- Bus 127 – E-Commerce
- Mkt 113 – Principles of Marketing

International Logistics Track
- Bus 110 - Export Pricing, Quotations & Terms of Sale
- Bus 111 – Int’l Business Documentation
- Bus 113 - Int’l Transportation
- Bus 114 – Int’l Documentation & Supply Chain Management

International Law Track
- Bus 147 - International Commercial Agreements & Distribution Law
- Bus 148 - Intellectual International Property Rights
- Bus 149 - The Law of Global Commerce

International Finance Track
- Bus 166 - Financing an Import/Export Business
- Bus 165 – Int’l Trade Finance & Insurance
- Bus 164 – Alternative Financing Techniques for Int’l Trade
- Bus 163 – Export L/C & Int’l Payments

International Marketing Track
- Bus 141 – The Globalization of Marketing
- Bus 142 – Int’l Market Research & Planning
- Bus 143 – Promoting Products & Services for Export
- Bus 145 – Channels of Distribution in International Markets

Import Track
- Bus 180 – Finding Products to Import
- Bus 182 – Clearing US Customs
**Complete All of the Required Core Classes:**
- Bus 100 – Fundamentals of Business
- Bus 106 - Kiss, Bow or Shake Hands
- Bus 125 - International Business
- Bus 222 – Business Communications

**Select 1 Elective Class:**
- Acct 101 – Financial Accounting
- Acct 115 – Survey of Accounting
- Bus 120 – Principles of Management
- Bus 127 – E-Commerce
- Mkt 113 – Principles of Marketing

**International Logistics Track**
- Bus 110 - Export Pricing, Quotations & Terms of Sale
- Bus 111 - Int’l Business Documentation
- Bus 113 - Int’l Transportation
- Bus 114 - Int’l Documentation & Supply Chain Management

**International Finance Track**
- Bus 166 - Financing an Import/Export Business
- Bus 165 – Int’l Trade Finance & Insurance
- Bus 164 – Alternative Financing Techniques for Int’l Trade
- Bus 163 – Export L/C & Int’l Payments

**International Law Track**
- Bus 147 - International Commercial Agreements & Distribution Law
- Bus 148 - Intellectual International Property Rights
- Bus 149 - The Law of Global Commerce

**Import Track**
- Bus 180 – Finding Products to Import
- Bus 182 – Clearing US Customs

**International Marketing Track**
- Bus 141 – The Globalization of Marketing
- Bus 142 - Int’l Market Research & Planning
- Bus 143 – Promoting Products & Services for Export
- Bus 145 – Channels of Distribution in International Markets
### Global Business Management

<table>
<thead>
<tr>
<th>Task: Develop and/or assist in the creation of a global mission statement for the firm.</th>
<th>Currently taught?</th>
<th>Should be added?</th>
<th>Level to teach?</th>
<th>What class?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of components of a mission statement</td>
<td>No</td>
<td>Yes</td>
<td>Recognize</td>
<td>Bus 125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task: Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.</th>
<th>---</th>
<th>---</th>
<th>---</th>
<th>---</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of business ethics as perceived and practiced in the and in other countries</td>
<td>Little</td>
<td>Definitely yes</td>
<td>Apply</td>
<td>Bus 106, 147, 149</td>
</tr>
<tr>
<td>Knowledge of culturally appropriate techniques for international business settings (e.g., adapt behavior, response, and verbal/written language to correspond with local business culture)</td>
<td>Yes</td>
<td>Already taught</td>
<td>Apply</td>
<td>Already in Bus 106</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task: Participate in the global business planning and long-term strategic planning processes.</th>
<th>---</th>
<th>---</th>
<th>---</th>
<th>---</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of environmental factors affecting international strategies (e.g. political, legal/regulatory, sociocultural, cost and competitive factors, appropriate levels of technology)</td>
<td>Yes</td>
<td>Already taught</td>
<td>Apply</td>
<td>Bus 106</td>
</tr>
<tr>
<td>Knowledge of local, state, federal and global support initiatives that are designed to enable global business ventures and expansion</td>
<td>Somewhat</td>
<td>Little more</td>
<td>Apply</td>
<td>Bus 125</td>
</tr>
<tr>
<td>Knowledge of elements of a global business plan</td>
<td>No</td>
<td>Yes</td>
<td>Apply</td>
<td>Bus 125</td>
</tr>
</tbody>
</table>
Based on analysis paid stipend to adjunct faculty using BIE funds to:

- Update course curriculum
- Teaching materials
- Create Multiple Choice quizzes for all classes (take the practical to the testable)

Gathered copies of all course materials in central location –

- Hard Copy
- Electronic Copy
All syllabi now reference the CGBP Task & Knowledge statements that will be covered.

Bus 110 – Export Price Quotes & Terms of Sale

This Course will provide the information, terminology and direction to understand the following tasks as they will be tested on the NASBITE CGBP exam.

**CGBP Task:** Optimize supply chain solutions to meet the requirements of the international business plan including evaluation of all modes of transportation, inventory, time to market, landed costs, and customer requirements.
- Knowledge of inventory strategies (e.g., JIT, warehousing, pick and pack)
- Knowledge of trade agreements and free trade zones
- Knowledge of duties, taxes, and quotas
- Knowledge of product classification regimes (e.g., HTS, Schedule B)
- Knowledge of company and customer scheduling needs
- Knowledge of interaction between aspects of supply chain management (e.g., inventory control, warehousing, distribution) and its impact on cost/profit

**CGBP Task:** Complete the documents required for international movement of product and services.
- Knowledge of Incoterms
What else is needed?

- Market the CGBP
  - Website
  - School Bulletin Boards
  - Classroom
    - Bulletin Boards
    - Talk about it in Every Class (it’s not required, but wouldn’t you want to be part of the club?)
- Student Scholarships (BIE Funds?)
- Help them Prep
No developing the program & teaching the classes isn’t enough…

- Call a Meeting of CGBP Takers…
  - Review the CGBP Website (registration, etc.)
  - Review the Rubric
  - Help them create study groups
  - Invite CGBP’s to give support & help study
  - Give test taking tips

- Create a review class (or use mine 😊)
Practical Global Business

- A CGBP Review Class
- Offered through Community Services (Extension)
  - Avoid registration minimums
  - Minimal cost to all students
  - Open Entry – Open Exit
- Developed with BIE funds
- On-line Course
- Offered 2 times per year
CGBP Rubric Divided into 13 Modules

Each module contains

› Introduction
› List of CGBP Tasks & Knowledge Statements
› Reading Materials
  • Global Entrepreneur
  • MSU globalEdge Module References
  • Other Resources
› PowerPoint Presentation
› List of Important Resources
› Discussion Board
› Multiple Choice Questions
Why Promote the CGBP to CC Students

- Validates their knowledge
- More than an AA degree or Certificate
- Marketable to employers
- Portable to Overseas

Because WE CAN!