Best Practices for International Business Certificate & Degree Programs & CGBP Preparation at a Community Colleges

Presented by:
Madeline Grant & Gabriel Shweiri
Santa Ana College
April 2013

A Special Presentations from the SAC 3 Musketeers
Why Community Colleges Can

- Mandate - CTE training
- California Sector Focus – Global Trade
- Fees are reasonable
- Class schedules are flexible
- Faculty can more easily be hired from a pool of talented practitioners
- Attract motivated students at every stage in their education & career
- Provide professional development for businesses at a reasonable cost
- 2 years of education aligns perfectly with CGBP requirement

The SAC Story

- 1996 - launched IB AA Degree & Certificate
  - 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
- 2012 – became an Accredited CGBP Training site.
Build a Good Program

Key Elements

› Hire Good Teachers –
  • Use IB Professionals
  • Teach them to teach

› Schedule Classes appropriately
  • Night – IB Professionals can teach
  • Online – Greater access to students
  • Day – Intro classes only
  • Manage class offerings so that the Certificate can be completed in 1 year.

› Provide Good Content
  • Avoid theory, history & macro issues
  • Use the CGBP rubric as a guide
  • Teach transaction level courses

SAC AA Degree

Santa Ana College
International Business
AA Degree

Start Here

Complete all of the core classes:

Bus 100 - Fundamentals of Business
Bus 106 - Kiss, Bow or Shake Hands
Bus 120 - International Business
Mgt 122/Bus 272 - Business Communications

Complete all sequence courses offered in Fall, Spring & Summer

Select ONE elective class:

Acct 101 - Financial Accounting
Bus 108 - Principles of Management
Bus 127 - E-Commerce
Emr 100 - Introduction to Entrepreneurship
MIS 115 - Principles of Marketing

Required Fall Classes

International Logistics Track
Tuesday nights 6 – 10 pm

Bus 111 - Export Practices, Negotiations & Terms of Sale
Bus 122 - International Business Documentation
Bus 123 - International Transportation
Bus 130 - International Documentation & Supply Chain Management

International Law Track
Thursday nights 6 – 10 pm

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

Import Track
Wednesday, January 16 – May 10

Bus 180 - Finding & Evaluating Products for Import
Bus 182 - Clearing US Customs

Required Spring Classes

International Finance Track
Tuesday nights 6 – 10 pm

Bus 160 - International Trade Finance & Insurance
Bus 163 - International Methods of Payment & Letters of Credit

International Marketing Track
Thursday nights 6 – 10 pm

Bus 141 - The Globalization of Marketing
Bus 142 - International Market Research & Planning
Bus 143 - Promoting Products & Services for Export
Bus 144 - Channels of Distribution in International Markets

International Business

NOTE: Sequential classes run 4 weeks each. Take all of the classes in a track and you will finish the entire sequence in 1 semester.
Aligning SAC to the CGBP Rubric

<table>
<thead>
<tr>
<th>Global Business Management</th>
<th>Currently taught</th>
<th>Should be added?</th>
<th>Level to teach?</th>
<th>What class?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task: Develop and/or assist in the creation of a global mission statement for the firm.</td>
<td>No</td>
<td>Yes</td>
<td>Recognize</td>
<td>Bus 125</td>
</tr>
<tr>
<td>Knowledge of components of a mission statement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task: Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.</td>
<td>Yes</td>
<td>Yes</td>
<td>Already taught</td>
<td>Already in Bus 106</td>
</tr>
<tr>
<td>Knowledge of business ethics as perceived and practiced in the and in other countries</td>
<td>Yes</td>
<td>Yes</td>
<td>Already taught</td>
<td>Already in Bus 106</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>Yes</td>
<td>Already taught</td>
<td>Already in Bus 106</td>
</tr>
<tr>
<td>Task: Participate in the global business planning and long-term strategic planning processes.</td>
<td>Yes</td>
<td>Yes</td>
<td>Already taught</td>
<td>Bus 106</td>
</tr>
<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>Yes</td>
<td>Already taught</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>

Implement Decisions

- Based on analysis stipend paid to adjunct faculty 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
New Class Syllabi

All syllabi now reference the CGBP Task & Knowledge statements that will be covered.

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.
- All transportation modes and costs
- Knowledge of trade agreements, free trade zones and use of regional value content
- Knowledge of duties and how to read the HTS duty rate table, duty drawback, taxes, and quotas
- Knowledge of product classification regimes (e.g., HTS, Schedule B)

CGBP Task: Complete the documents required for international movement of product and services.
- Knowledge of standard export & import documents for goods & services (e.g., proforma invoice, etc)
- Knowledge of Incoterms and their impact on the transfer of title

What else is needed?

- Institutional Commitment
  - Never Cancel Classes
  - Negotiate reasonable enrollment rates

- Survey Students for program, faculty & delivery method feedback.
  - Ask intelligent questions & use the feedback to revise & update as needed.

- Develop engaging teaching materials that are interactive & applicable
  - Get rid of the usual textbooks. It’s more work but it’s worth it.
What else is needed?

- Institutional Commitment
  - Never Cancel Classes
  - Negotiate reasonable enrollment rates
- Survey Students for program, faculty & delivery method feedback.
  - Ask intelligent questions & use the feedback to revise & update as needed.
- Develop engaging teaching materials that are interactive & applicable
  - Get rid of the usual textbooks. It’s more work but it’s worth it.

What else is needed?

- Market the Program & the CGBP to existing students & international students
  - Lead faculty should teach all Intro classes (Business, Marketing, Management, etc.)
  - Classroom
    - Bulletin Boards
    - Talk about it in Every Class
  - Develop a Tag Line
  - Develop a Website
  - School Bulletin Boards
  - Celebrate Student Completion
Tag Line ???

“IB = Money, Travel & Adventure”

- Make it fun, exciting & sexy
- Tell stories, travel adventures, blunders and successes.
- Don’t talk Career, Work, Transferring, Degrees, etc. 1st.

Department Website

www.sacgbe.org
Bulletin Boards

Celebrating Students

Santa Ana College Certificate of Appreciation

You stuck it out...and you did it!!!

Student Name
International Business
Certificate Program
Granted: Spring 2012

Glenn Doolittle
Madeline Grant
Gabriel Shweiri
What else is needed?

- Develop feeder classes –
  - Intro to International Business
    - Avoid theory
    - Introduce the program, terminology, and career opportunities
  - Kiss, Bow or Shake Hands
    - Fun class that satisfies the cultural breadth general ed. requirement
    - Attracts students from many fields including Health Sciences, Fire Tech, Management, etc.

Why Promote the CGBP to CC Students

- Validates their knowledge
- More than an AA Degree or Certificate
- Marketable to employers
- Portable Overseas
- Because WE CAN!
Promoting the CGBP

- Help them Prepare
  - 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 CGBPs to give support & help study
  - Give test taking tips

- Create a review class