



Richland College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



**Interested in Becoming a
Certified Global Business Professional?**

Join Us for the CGBP Exam Prep Course!!

What is the NASBITE CGBP?

2010 CGBP Prep Course Package

Richland College and the International Trade Center SBDC are teaming up to offer prep courses for the CGBP exam (the following exam window is December 6-18, 2010). Our package contains the following components to prepare you for this year's exam:

ITEM	CONTENTS	DESCRIPTION
<i>2010 Global Market Series presentations</i>	<ul style="list-style-type: none">• Complete Import Series• Complete Export Series	Taught by the industry experts, these are complete recordings of the GMS webinars
<i>5 half-day prep sessions</i>	<ul style="list-style-type: none">• Industry Expert Guests• Participant Review Session• Practice Exam• Lunch	These Saturday sessions will be on the following dates: 10/30, 11/6, 11/13, 11/20 and 21/4.

Supplementary Text Books

The following books are an essential part of the preparation for the CGBP exam, and will be referred to during the course for further study. Attendees can obtain these books from the recommended websites.

<i>Title</i>	<i>Author</i>	<i>Availability</i>
The Global Entrepreneur, 2 nd Edition	James Foley	www.amazon.com
Guide to Import-Export Basics, 3 rd Edition	International Chamber of Commerce	www.iccbooksusa.net

Where and When do these prep courses and exam take place?

Course sessions, practice exam, and exam dates are highlighted below. Sessions and practice exam will be held at the Richland Community College in Dallas, TX.

- **October 30** - **Global Business Management**
- **November 6** - **Global Marketing**
- **November 13** - **Supply Chain Management**
- **November 20** - **Trade Finance**
- **December 4** - **Practice Exam**
- **December 6-18** - **CGBP Exam Window**

What Specific Information will be Covered?

Global Business Management

This section will cover the basics of what will be included in the exam, reviewed by past certified CGBPs. Also, selected presentations will be given by the attendees, with insights provided by professionals in the Global Management field. Specific items include:

- The Global Mission Statement
- Consideration of Ethical and Cultural Issues
- Global Strategic Planning
- Research Concepts/Techniques
- Risk Assessment and Management
- Developing Regulatory Compliance Efforts
- Intellectual Property and Other Legal Issues

Global Marketing

Presented by certified CGBPs and course participants, this section includes the items below, as well as industry insights from the world of global marketing.

- Evaluating Internal and External Marketing Environments
- Developing a Global Marketing Plan
- Product Selection and Target Markets
- Sales and Profitability Planning
- Developing Marketing Budgets
- Global Pricing Strategies
- Promotional, Distribution, and Sales Strategies

Supply Chain Management

This section will include the basics of supply chain management, industry insights and attendee interaction. Some highlights will be:

- Optimizing Supply Chain Solutions
- Evaluation and Selection of Intermediaries
- International Trade Documentation
- Calculation of Final, 'True' Landed Costs
- Global Sourcing and Procurement

Trade Finance

The intricate field of global finance will be taken head-on in this comprehensive module. Presentation by attendees, industry insight, and the following items will all be included:

- Assessing Political and Economic Risks
- Evaluating Global Currency Exchange Risk
- Understanding and Implementing Methods of Payment
- Letters of Credit
- Internal vs. External Financing
- Short-Term vs. Long-Term Financing

How much do the prep courses and exam cost?

The cost for the CGBP Prep Course as described above is \$285.00, payable to the International Trade Center SBDC.

Please note that this amount does NOT cover CGBP exam fees. CGBP exam fee is payable separately, and it is the responsibility of the participant to ensure timely payment and registration. Registration for the exam is available online at www.nasbitecgbp.org.

Where Can I Register for This Course?

Registration for the CGBP Exam Prep Course is available on the International Trade Center website, www.iexportimport.com and clicking on the SEMINARS link, or by going directly to the following webpage:

<https://www.iexportimport.com/itcseminars/register.aspx?idseminar=92>

For more information, please contact:

**Joel Martino, Trade Specialist, CGBP
International Trade Center SBDC
214-747-1300
jmartino@dccd.edu
www.iexportimport.com**

"Ultimately, (CGBP Certification) helps any organization to validate not only what one person knows, but the whole team...It's something very tangible."

- Reynaldo Cano, CGBP since 2004