

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



PROGRAM OBJECTIVE

The 2022 International Business Bootcamp is a program designed for select students who are interested in expanding their knowledge of and practical skills in global business and trade. This multifaceted program involves a deep dive into learning about the mechanics of international trade through four main domain areas - *Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance*. These domain areas are the core of the top international business professional certification, known as the [Certified Global Business Professional \(CGBP\)](#), which is offered by the National Association of Small Business International Trade Educators (NASBITE International), the leading U.S. organization supporting the training and education in the field of global business. The main components of GW-CIBER's International Business Bootcamp are:

- Interactive sessions with experts in different sectors within international trade.
- Fully funded participation in NASBITE's [CGBP Student Pathway Program](#).
- An opportunity to earn NASBITE's CGBP credential by taking the associated exam after the completion of the bootcamp.

LEARNING OUTCOMES

The Bootcamp is designed to enhance the overall international business management competency required of individuals working in the profession or studying for a career related to global commerce. Having completed this course, the students should be prepared to pass the CGBP exam. NASBITE International certifies that a candidate who successfully passes CGBP exam is competent in the above-mentioned four primary domains. Within each of these domains, there are five "Threads", which cross all four areas listed above: *Documentation; Legal and Regulatory Compliance; Intercultural Awareness; Technology; and Resources*.

Learning Outcomes per Domain Area

CGBP Domain	Learning Outcome
Global Business Management	The student will be able to develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business.
Global Marketing	The student will be able to manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs; evaluate opportunities and threats on a global scale; meet corporate needs within environmental constraints and corporate goals.
Supply Chain Management	The student will be able to evaluate all supply chain options which result in the best overall solutions to support the international business plan while complying with all rules, regulations, and security issues from sourcing to final distribution.
Trade Finance	The student will be able to evaluate financial risks and methods, select and implement most favorable methods of payment to support global activities and ensure that all related costs are included at the time of quotation. Evaluate quantity and source of finance necessary to implement global activities.



GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



March 25 - April 21, 2022

INSTRUCTORS

Aaron Miller, CGBP

Director of the International Business Development Program, Virginia Small Business Development Centers (SBDC), George Mason University

Aaron Miller is the Director of the International Business Development Program at the Virginia SBDC at George Mason University. In this role he works with small businesses to help them increase sales through exports, comply with U.S. regulations, and build or augment their export competencies. He leads an interdisciplinary team of undergraduate and graduate students at Mason selected for their academic achievements and life experience who develop actionable market intelligence and real-world solutions for internationalizing Virginia firms. Students under his leadership have gone on to careers at the World Bank, government, venture capital and private equity, consulting firms and small businesses, as well as top 25 law and business schools. Aaron is the former Vice Chairman of the Virginia/DC District Export Council, the U.S. Global Leadership Coalition's Virginia Advisory Committee, and an Ashoka Changemaker campus leader at George Mason University. Mr. Miller holds an M.A. in International Commerce and Policy from George Mason University, and a B.A. in Anthropology and Minor in Music Performance from Miami University. He was born and raised in Mansfield, Ohio.

Chris Van Orden, CGBP

International Trade Manager, Virginia Small Business Development Centers (SBDC), George Mason University

Chris Van Orden is an International Trade Specialist at the Virginia SBDC at George Mason University, supporting Virginia exports with a particular focus on the food and beverage industry. Previously, Mr. Van Orden served as Manager of Marketing and Beer Strategy at Alexandria's Port City Brewing Company, where he guided new product releases, developed operational processes, and provided strategic growth insights for one of Virginia's largest craft breweries. In that position, he established a successful export program, with Port City's products sold into four international markets. Mr. Van Orden arrived in the DC area in 2008 as a Presidential Management Fellow at the US Department of Education's Budget Service. In that role, he oversaw over \$1 billion in Federal funding for higher education programs, ensuring regulatory compliance across more than a dozen program areas.

Dulce Zahniser, CGBP

Sr. International Trade Specialist - Virginia SBDC

Dulce Zahniser is the Sr. International Trade Specialist for the Virginia SBDC. She is also Managing Director of Towpath Group International, LLC. She represents clients involved in global technology solutions, manufacturing, energy and infrastructure, agribusiness, real estate development, communications, financial services, nanotechnology and smart technology. Her services include assistance with exports and imports, international trade compliance, trade and investment finance, logistics and market identification. Prior to forming Towpath, she was Chief of Staff of the Overseas Private Investment Agency (OPIC) (now US International Development Finance Corporation (DFC)). She is a member of the District Export Council (DEC) of DC/Virginia. She holds a B.A. from American University and M.A. in International Commerce and Policy as well as a Global Trade Management Certificate, both from George Mason University.



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READINGS & RESOURCES

- [*The Global Entrepreneur: Taking Your Business International*](#), 4th Edition, 2017, by James F. Foley
- **NASBITE Global Business Professional Exam Prep Study Guide** (pdf will be provided)
- **Other CGBP resources included with the membership** (practice exams, study groups)
- [NASBITE Trade Passport Video Platform](#)

PROGRAM SCHEDULE

Fri, March 25; 12:00-4:00pm; Duquès 258

Topic	CGBP Domain
INTRODUCTIONS & COURSE OVERVIEW Why Go Global and Export Readiness; Market Selection; Finding International Buyers (Partner Identification); <i>Bike Me</i> Global Readiness Case Study; Developing Indicators for Market Selection and Ranking Markets (Part 1) Aaron Miller , <i>Instructor - GW-CIBER IB Bootcamp</i> Chris Van Orden , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Business Management; Marketing
Textbook Readings: Foley, Chapters 1, 2, 4, 5, 8, 9	
Trade Passport Videos: <ol style="list-style-type: none">1. Market Research (18 Minutes)2. Programs and Resources for Small Business Exporters (1 hour)3. Finding and Qualifying Agents and Distributors (25 minutes)	
CGBP Student Pathway Readings: <p>Study Guide, Task 2.1 (internal resources, SWOT analysis, competitor activity research) (external environment, trade agreements, product certifications, technological infrastructure in target markets); Task 2.2; Task 2.3</p> <p>Study Guide, Task 2.4 (agents, distributors, common exporting methods); Task 2.9 (types and roles of distribution channels; contractual issues related to market entry); Task 2.10 (exploratory market visits)</p>	

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



March 25 - April 21, 2022

Mon, March 28; 5:00-6:30pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Topic	CGBP Domain
Ranking Markets (Part 2); Sources for Market Research Aaron Miller , <i>Instructor - GW-CIBER IB Bootcamp</i> Chris Van Orden , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Business Management; Marketing
Textbook Readings: Foley, Chapters 5, 6	
Trade Passport Videos: 1. Market Research (18 Minutes) 2. Database Tools for Global Market Research (1 hour 3 minutes)	
CGBP Student Pathway Readings: Study Guide, Task 1.4 (data sources for international markets); Task 2.1 (public & private sources of data); Task 2.2 (public & private marketing resources)	

Thursday, March 31; 5:00-6:30pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Topic	CGBP Domain
Harmonized Systems; Tariffs Dulce Zahniser , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Supply Chain; Management
Textbook Readings: Foley, Chapter 3	
Trade Passport Videos: 1. Tariff Classification Under the Harmonized System (54 minutes)	
CGBP Student Pathway Readings: Study Guide, Task 2.7 (pricing goods for export, tariffs); Task 3.1 (Harmonized Tariff Schedule, product classification regimes); Task 3.2 (customs brokers)	

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March 25 - April 21, 2022

Monday, April 4, 5:00-6:30pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Topic	CGBP Domain
Market Entry Strategies; US Government Export Agencies; Panel of Small Business Exporters Aaron Miller , <i>Instructor - GW-CIBER IB Bootcamp</i> Chris Van Orden , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Business Management; Marketing
Textbook Readings: Foley, Chapters 7	
Trade Passport Videos: 1. Choosing the Best Market Entry Approach (30 minutes)	
CGBP Student Pathway Readings: Study Guide, Task 2.4 (agents, distributors, common exporting methods); Task 2.9 (types and roles of distribution channels; contractual issues related to market entry); Task 2.10 (exploratory market visits)	

Thursday, April 7; 5:00-6:30pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Topic	CGBP Domain
Topic TBD	
Textbook Readings:	
Trade Passport Videos:	
CGBP Student Pathway Readings:	

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Monday, April 11; 5:00-6:00pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Date	Topic	CGBP Domain
	Export Compliance; Filing Electronic Export Information / Automated Export System Dulce Zahniser, Instructor - GW-CIBER IB Bootcamp	Global Supply Chain
Textbook Readings: Foley, Chapters 15		
Trade Passport Videos: <ol style="list-style-type: none"> 1. Basics of US Export Controls (1 hour) 2. Proper Filing of an EEI through ACE-AES (1 hour 5 minutes) 3. Introduction to International Traffic in Arms Regulation (ITAR) (30 minutes) 4. Export Pricing/Calculating Landed Costs (25 minutes) 		
CGBP Student Pathway Readings: Study Guide, Task 1.6 (export compliance); Task 1.8 (government compliance organizations); Task 3.3 (US documentary compliance systems); Task 3.5 (US Customs regulatory compliance)		

Thursday, April 14; 5:00-6:00pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Date	Topic	CGBP Domain
	Methods of Payment; Letters of Credit Dulce Zahniser, Instructor - GW-CIBER IB Bootcamp Aaron Miller, Instructor - GW-CIBER IB Bootcamp	Trade Finance
Textbook Readings: Foley, Chapter 16		
Trade Passport Videos: <ol style="list-style-type: none"> 1. Letters of Credit (30 minutes) 2. Documentary Collections (20 minutes) 3. Open Account – Understanding its Use as a Payment Method (15 minutes) 4. Assessing and Mitigating Credit Risk (50 minutes) 		
CGBP Student Pathway Readings: Study Guide, Tasks 4.1 to 4.8		

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Monday, April 18; 5:00-6:00pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Date	Topic	CGBP Domain
	Shipping; Incoterms Chris Van Orden , <i>Instructor - GW-CIBER IB Bootcamp</i> Dulce Zahniser , <i>Instructor - GW-CIBER IB Bootcamp</i> Aaron Miller , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Supply Chain
Textbook Readings: Foley, Chapter 14		
Trade Passport Videos: <ol style="list-style-type: none"> Working with a Freight Forwarder (30 minutes; watch before Kathy O'Keefe comes) Understanding Incoterms 2020 Rules (1 hour) Incoterms 2020 in Practice (1 hour 23 minutes) Packing, Packaging, and Marketing for Export (25 minutes) 		
CGBP Student Pathway Readings: Study Guide, Task 3.1 (international transportation modes); Task 3.2; Task 3.3 (incoterms)		

Thursday, April 21; 5:00-6:00pmET; Zoom: <https://gwu-edu.zoom.us/j/96131794228>

Date	Topic	CGBP Domain
	Documentation; Legal Contracts PROGRAM CLOSING Chris Van Orden , <i>Instructor - GW-CIBER IB Bootcamp</i> Dulce Zahniser , <i>Instructor - GW-CIBER IB Bootcamp</i> Aaron Miller , <i>Instructor - GW-CIBER IB Bootcamp</i>	Global Supply Chain
Textbook Readings: Foley, Chapter 12, 15		
Trade Passport Videos: <ol style="list-style-type: none"> Trade Documentation Requirements (32 minutes) International Contracts (27 minutes) 		
CGBP Student Pathway Readings: Task 3.3; Task 3.4 (transportation documents); Task 3.5 (import documents)		

