

# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



**Tue/Thur ▪ 12:00-1:15pm**

**Zoom**

## PROGRAM OBJECTIVE

The virtual Summer 2021 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.
- A live case competition with a company seeking your input on export expansion opportunities.
- 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.



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## SESSIONS INSTRUCTOR

### **Aaron Miller**

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

Aaron Miller is the Director of the International Business Development Program at the Virginia Small Business Development Centers (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.

Mr. Miller is a sought-after instructor of the NASBITE Certified Global Business Professional having delivered variations of the curriculum for audiences that include small businesses, trade professionals, local economic development organizations, and universities. In all of these engagements, Mr. Miller blends client consulting opportunities that move forward the objectives of the company and provides hands on learning for students and young professionals.

Aaron is the former Vice Chairman of the Virginia/DC District Export Council, a group of business leaders appointed by various U.S. Secretaries of Commerce, to serve as a source of professional advice for their region's local firms. He also serves on the U.S. Global Leadership Coalition's Virginia Advisory Committee where he works to educate and engage policymakers and community leaders on why investments in development and diplomacy help keep America safe and strengthen Virginia's economy. Aaron is passionate about creating positive social change and serves as one of George Mason University's designated Ashoka Changemaker campus leaders with the mission to make social innovation and Changemaking the new norm in higher education.

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.

## 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](#)



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## PROGRAM SCHEDULE

### Week 1

Date	Topic	CGBP Domain
June 1	<b>Export Readiness and Market Selection</b> <i>Aaron Miller, Instructor - GW-CIBER International Business Bootcamp</i>	Global Business Management
June 3	<b>Harmonized Codes</b> <i>Shawn Marie Jarosz, Founder &amp; Chief Trade Strategist - TradeMoves, LLC</i>	Global Supply Chain, Management
<b>Textbook Readings:</b> June 1 – Foley, Chapter 1, 2, 4 June 3 – Foley, Chapter 3		
<b>Trade Passport Videos:</b> <ol style="list-style-type: none"><li><a href="#">Market Research</a> (18 Minutes)</li><li><a href="#">Database Tools for Global Market Research</a> (1 hour 3 minutes)</li><li><a href="#">Tariff Classification Under the Harmonized System</a> (54 minutes)</li><li><a href="#">Programs and Resources for Small Business Exporters</a> (1 hour)</li></ol>		
<b>CGBP Student Pathway Readings:</b> 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 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) 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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## Week 2

Date	Topic	CGBP Domain
June 8	<b>Ranking Markets and Foreign Market Entry Modes</b> <i>Aaron Miller, Instructor - GW-CIBER International Business Bootcamp</i>	Global Business Management, Marketing
June 10	<b>Partner Identification</b> <i>Aaron Miller, Instructor - GW-CIBER International Business Bootcamp</i>	Global Business Management
<b>Textbook Readings:</b> June 8 – Foley, Chapter 5, Chapter 6, Chapter 7 June 10 – Foley, Chapter 8, Chapter 9		
<b>Trade Passport Videos:</b> <ol style="list-style-type: none"><li>1. <a href="#">Choosing the Best Market Entry Approach</a> (30 minutes)</li><li>2. <a href="#">Finding and Qualifying Agents and Distributors</a> (25 minutes)</li><li>3. <a href="#">International Contracts</a> (27 minutes)</li></ol>		
<b>CGBP Student Pathway Readings:</b> 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)		

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## Week 3

Date	Topic	CGBP Domain
June 15	<b>Logistics and Incoterms</b> <i>Kathy O’Keefe, Logistics Professional; Director/Client Adviser - Export Consulting Services, LLC</i>	Global Supply Chain
June 17	<b>Documentation</b> <i>Kathy O’Keefe, Logistics Professional; Director/Client Adviser - Export Consulting Services, LLC</i>	Global Supply Chain

### Textbook Readings:

June 15 – Foley, Chapters 14

June 17 – Foley, Chapter 15

### Trade Passport Videos:

1. [Working with a Freight Forwarder](#) (30 minutes; watch before Kathy O’Keefe comes)
2. [Understanding Incoterms 2020 Rules](#) (1 hour)
3. [Incoterms 2020 in Practice](#) (1 hour 23 minutes)
4. [Trade Documentation Requirements](#) (32 minutes)
5. [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) Task 3.3; Task 3.4 (transportation documents); Task 3.5 (import documents)

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## Week 4

Date	Topic	CGBP Domain
June 22	<b>Trade Finance</b> <i>Dulce Zahniser, Managing Director &amp; CEO - Towpath Group International, LLC; Sr. International Trade Specialist - Virginia SBDC</i>	Trade Finance
June 24	<b>Case Competition Client Kickoff</b>	
<b>Textbook Readings:</b> June 22 – Foley, Chapter 16		
<b>Trade Passport Videos:</b> <ol style="list-style-type: none"><li>1. <a href="#">Letters of Credit</a> (30 minutes)</li><li>2. <a href="#">Documentary Collections</a> (20 minutes)</li><li>3. <a href="#">Open Account – Understanding its Use as a Payment Method</a> (15 minutes)</li><li>4. <a href="#">Assessing and Mitigating Credit Risk</a> (50 minutes)</li></ol>		
<b>CGBP Student Pathway Readings:</b> Study Guide, Tasks 4.1 to 4.8		

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## Week 5

Date	Topic	CGBP Domain
June 29	<b>Export Controls and Compliance</b> <b>Rick Phipps</b> , <i>Director of Trade Compliance - Commonwealth Trading Partners</i>	Global Supply Chain
July 1	<b>Product Pricing and Landed Costs</b> <b>Judy Zakreski</b> , <i>Vice President - International Code Council</i>	Global Marketing
<b>Textbook Readings:</b> June 29 – Foley, Chapter 15 July 1 – Foley, Chapter 11		
<b>Trade Passport Videos:</b> <ol style="list-style-type: none"><li>1. <a href="#">Basics of US Export Controls</a> (1 hour)</li><li>2. <a href="#">Proper Filing of an EEI through ACE-AES</a> (1 hour 5 minutes)</li><li>3. <a href="#">Introduction to International Traffic in Arms Regulation (ITAR)</a> (30 minutes)</li><li>5. <a href="#">Export Pricing/Calculating Landed Costs</a> (25 minutes)</li></ol>		
<b>CGBP Student Pathway Readings:</b> Study Guide, Task 1.6 (export compliance); Task 1.8 (US & international government compliance organizations); Task 3.3 (US documentary compliance systems); Task 3.5 (quality considerations, U.S. Customs regulatory compliance)		

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## Week 6

Date	Topic	CGBP Domain
July 6	<b>No Class in Observance of July 4th</b>	N/A
July 8	<b>Sustaining International Success</b> <b>Mike Seibert</b> , <i>Director - International Business Development, North Carolina SBTDC</i> <b>James Foley</b> , <i>Director - Turner Center for Entrepreneurship &amp; Illinois SBDC International Trade Center at Bradley University</i>	Implications Across all Domains
<b>Textbook Readings:</b> Foley, Chapter 17		
<b>CGBP Student Pathway Readings:</b> N/A		

## Week 7

Date	Topic	CGBP Domain
TBD	Case Competition	