

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



PROGRAM OBJECTIVE

The 2023 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. |



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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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January 9 - February 9, 2023

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 Training Webinars / Videos](#)

PROGRAM SCHEDULE

Mon, January 9; 3:00-6:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|--|---|
| Introductions & Course Overview <i>Anna Helm, Director – GW-CIBER</i> | Global Business Management; Global Marketing; Supply Chain Management |
| Why Go Global and Export Readiness; Market Selection; Sources for Market Research; HS Codes, Schedule B, Tariff Classification <i>Aaron Miller, Instructor – GW-CIBER IB Bootcamp</i> <i>Chris Van Orden, Instructor – GW-CIBER IB Bootcamp</i> <i>Dulce Zahniser, Instructor – GW-CIBER IB Bootcamp</i> | |
| Textbook Readings: Foley, Chapters 1, 2, 3, 4, 5, 6 | |
| Trade Passport Videos: <ol style="list-style-type: none">1. Market Research (18 Minutes)2. Database Tools for Global Market Research (1 hour 3 minutes)3. Tariff Classification Under the Harmonized System (54 minutes) | |
| CGBP Student Pathway Readings: Study Guide, Task 1.4 (data sources for international markets); Task 2.1; Task 2.2 (public & private marketing resources); Task 2.3; Task 2.7 (pricing goods for export, tariffs); Task 3.1 (Harmonized Tariff Schedule, product classification regimes) | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Tue, January 10; 3:00-6:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|---|--|
| <p>Meet a Licensed Customs Broker</p> <p>General Rules of Interpretation (GRI); Rules / Certificates of Origin</p> <p>Market Entry I – Ranking Markets; Direct and Indirect Exporting Strategies; Finding Partners (Partner Identification)</p> <p>Colleen Cosey, <i>Senior Analyst, International Trade & Business Development – TradeMoves LLC</i></p> <p>Aaron Miller, <i>Instructor – GW-CIBER IB Bootcamp</i></p> <p>Chris Van Orden, <i>Instructor – GW-CIBER IB Bootcamp</i></p> | <p>Global Business Management;</p> <p>Global Marketing;</p> <p>Supply Chain Management</p> |
| <p>Textbook Readings: Foley, Chapters 3,4,5,7,8,9</p> | |
| <p>Trade Passport Videos:</p> <ol style="list-style-type: none">1. Tariff Classification Under the Harmonized System (54 minutes)2. Market Research (18 Minutes)3. Programs and Resources for Small Business Exporters (1 hour)4. Finding and Qualifying Agents and Distributors (25 minutes)5. Choosing the Best Market Entry Approach (30 minutes) | |
| <p>CGBP Student Pathway Readings:</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); Task 3.1; Task 3.2; Task 3.5 (customs brokers and customs management tools)</p> | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Wed, January 11; 3:00-6:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|---|--|
| <p>Market Entry II – Meet the US Commercial Service; FDI <i>Bike Me</i> Case Study Incoterms – Picking the Right Incoterms; Using Incoterms Correctly Olga Molnar, Director, Richmond Field Office - U.S. Commercial Service Aaron Miller, Instructor – GW-CIBER IB Bootcamp Chris Van Orden, Instructor – GW-CIBER IB Bootcamp Dulce Zahniser, Instructor – GW-CIBER IB Bootcamp</p> | <p>Global Business Management; Supply Chain Management</p> |
| <p>Textbook Readings: Foley, Chapters 7, 14</p> | |
| <p>Trade Passport Videos:</p> <ol style="list-style-type: none">1. Working with a Freight Forwarder (30 minutes)2. Understanding Incoterms 2020 Rules (1 hour)3. Incoterms 2020 in Practice (1 hour 23 minutes)4. Packing, Packaging, and Marketing for Export (25 minutes) <p>Other Video: Incoterms 2020 - TBS open teaching</p> | |
| <p>CGBP Student Pathway Readings: Study Guide, Task 1.8 (government support agencies); Task 2.9 (types and roles of distribution channels – FDI); Task 3.3 (incoterms)</p> | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Thu, January 19, 5:00-7:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|--|---------------|
| <p>International Product Pricing – Calculating Landed Costs; How Market Entry Mode Affects Pricing; Local Currency vs. Dollar Pricing and Risks</p> <p>Andrew Woelflein, <i>Chief Strategy Officer – Monex USA</i> Dulce Zahniser, <i>Instructor – GW-CIBER IB Bootcamp</i> Aaron Miller, <i>Instructor – GW-CIBER IB Bootcamp</i></p> | Trade Finance |
| Textbook Readings: Foley, Chapter 11 | |
| Trade Passport Videos: <ol style="list-style-type: none">1. Export Pricing/Calculating Landed Costs (25 minutes)2. Foreign Exchange Rate Risk and Mitigation | |
| CGBP Student Pathway Readings: Study Guide, Task 2.3; Task 2.6; Task 2.7; Task 3.5 (calculation of landed costs); Task 4.2 | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Thu, January 26, 5:00-7:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|---|---|
| <p>Export Documentation and Trade Finance – Export Documentation, AES Filing; Methods of Payment; Export Credit Agencies; Mitigating Financial Risk</p> <p>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></p> | <p>Supply Chain Management; Trade Finance</p> |
| <p>Textbook Readings: Foley, Chapters 15,16</p> | |
| <p>Trade Passport Videos:</p> <ol style="list-style-type: none">1. Trade Documentation Requirements (32 minutes)2. International Contracts (27 minutes)3. Documentary Collections (20 minutes)4. Proper Filing of an EEI through ACE-AES (1 hour 5 minutes)5. Open Account – Understanding its Use as a Payment Method (15 minutes)6. Assessing and Mitigating Credit Risk (50 minutes) | |
| <p>CGBP Student Pathway Readings:</p> <p>Study Guide, Task 3.3; Task 3.4 (transportation documents); Task 3.5 (import documents); Tasks 4.1-4.8</p> | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Thu, February 2, 5:00-7:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|---|---|
| <p>Letters of Credit and Export Compliance – Deep Dive into Letters of Credit; Export Control Laws – Why and What; Alphabet Soup of Agencies and Acronyms</p> <p><i>Dulce Zahniser, Instructor – GW-CIBER IB Bootcamp</i></p> | <p>Supply Chain Management; Trade Finance</p> |
| <p>Textbook Readings: Foley, Chapters 15, 16</p> | |
| <p>Trade Passport Videos:</p> <ol style="list-style-type: none">1. Letters of Credit (30 minutes)2. Basics of US Export Controls (1 hour)3. Introduction to International Traffic in Arms Regulation (ITAR) (30 minutes) | |
| <p>CGBP Student Pathway Readings:</p> <p>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)</p> | |

GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



Thu, February 9, 5:00-7:00pm ET; Zoom: <https://gwu-edu.zoom.us/j/93084703111>

| Topic | CGBP Domain |
|---|--|
| <p>Legal Issues in International Trade – Contracts, General Liability, Intellectual Property Rights (IPR); Risk and Concerns</p> <p>Course Review & Exam Prep</p> <p>Evelyn Suarez, <i>Principal – The Suarez Firm</i></p> <p>Aaron Miller, <i>Instructor – GW-CIBER IB Bootcamp</i></p> <p>Chris Van Orden, <i>Instructor – GW-CIBER IB Bootcamp</i></p> <p>Dulce Zahniser, <i>Instructor – GW-CIBER IB Bootcamp</i></p> | <p>Global Business Management; Supply Chain Management</p> |
| <p>Textbook Readings: Foley, Chapter 12</p> | |
| <p>Trade Passport Videos:</p> <ol style="list-style-type: none">1. Security Issues and Export Shipping2. International Contracts3. Dealing with Bribery & Corruption4. Contractual Dispute Resolution for International Business5. Economic & Political Risk | |
| <p>CGBP Student Pathway Readings:</p> <p>Study Guide, Task 1.5 (legal country risks); Task 1.6; Task 2.2 (laws & regulations); Task 2.6 (legal/regulatory requirements for pricing); Task 2.9 (contractual issues related to market entry); Task 3.1 (legal/regulatory & non-regulatory packaging requirements, transportation liability); Task 3.3 (US & offshore legal/regulatory requirements for documentation for goods/services)</p> | |