

# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



**Mon/Wed ▪ 12:00-1:30pm**  
**Blackboard**

## PROGRAM OBJECTIVE

The virtual Summer 2020 International Business Bootcamp is a program designed for select GW 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 export-strategy development project with a company.
- 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



## 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)

Weekly CGBP Modules/Study Topics (distributed by NASBITE)

Other CGBP resources included with the membership (practice exams, study groups)



# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



June 15-August 15, 2020

## PROGRAM SCHEDULE

### Part I: Before You Go Global

#### Week 1

Date	Topic	CGBP Domain
<b>June 17</b>	Introductions; Initial Assessment What is the NASBITE Certified Global Business Professional (CGBP) and Why Do Credentials Matter? Why Companies Go Global?	Global Business Management
<b>Textbook readings:</b> Foley, Chapter 1		
<b>CGBP Student Pathway readings:</b> General overview of the Study Guide		

#### Week 2

Date	Topic	CGBP Domain
<b>June 22</b>	TEAM FOCUS: How to Succeed with Hypothesis Driven Consulting	
<b>June 24</b>	Assessing Export Readiness Reactive & Proactive Approach to Market Selection	Global Business Management
<b>Textbook readings:</b> June 22 – n/a June 24 – Foley, Chapter 2		
<b>CGBP Student Pathway readings:</b> June 22 – n/a June 24 – Study Guide, Task 2.1 (internal resources, SWOT analysis, competitor activity research)		



# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



June 15-August 15, 2020

## Week 3

Date	Topic	CGBP Domain
<p><b>June 29</b></p>	<p>Which Foreign Markets Will be Successful? Selecting Foreign Markets</p> <p><u>Introduction to Live Case:</u> <b>Association for Manufacturing Technology</b> <b>Mario Winterstein</b>, CEO - IBDGi (<i>International Business Development Group, Inc.</i>)</p>	<p>Global Business Management; Global Marketing</p>
<p><b>July 1</b></p>	<p><u>Introduction to Live Case:</u> <b>American Frozen Food Institute (AFFI)</b> <b>Alison Bodor</b>, President &amp; CEO - AFFI <b>Matt Foley</b>, Senior Director of Legislative Affairs - AFFI <b>Shawn Marie Jarosz</b>, Founder &amp; Chief Trade Strategist - TradeMoves, LLC</p> <p><b>Elgin Industries</b> <b>Chris Anderson</b>, Executive Vice President - Elgin World Trade <b>Cheri Husar</b>, Executive Assistant - Elgin World Trade</p>	
<p><b>Textbook readings:</b> June 29 – Foley, Chapters 4, 5 July 1 – n/a</p>		
<p><b>CGBP Student Pathway readings:</b> June 29 - Study Guide, Task 2.1 (external environment, trade agreements, product certifications, technological infrastructure in target markets); Task 2.2; Task 2.3 July 1 – n/a</p>		

# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



## Week 4

Date	Topic	CGBP Domain
July 6	Sources for International Marketing Data <b>Shmuel Ben-Gad</b> , <i>GWU Business Librarian</i> <b>Jade Sims</b> , <i>Assistant Director for International Trade Programs - Michigan State University</i>	Global Business Management; Global Marketing
July 8	Harmonized Codes <b>Shawn Marie Jarosz</b> , <i>Founder &amp; Chief Trade Strategist - TradeMoves, LLC</i>	Global Marketing; Global Supply Chain
<b>Textbook readings:</b> July 6 – Foley, Chapter 6 July 8 – Foley, Chapter 3		
<b>CGBP Student Pathway readings:</b> July 6 – 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) July 8 – Study Guide, Task 2.7 (pricing goods for export, tariffs); Task 3.1 (Harmonized Tariff Schedule, product classification regimes); Task 3.2 (customs brokers)		

# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



June 15-August 15, 2020

## Part II: Getting Global

### Week 5

Date	Topic	CGBP Domain
July 13	Foreign Market Entry Mode Selection	Global Marketing
July 15	Finding Your Partners for Indirect and Direct Exporting <b>Caroline Chung</b> , <i>Commercial Officer - U.S. and Foreign Commercial Service</i>	Global Marketing
<p><b>Textbook readings:</b>            July 13 – Foley, Chapter 7            July 15 – Foley, Chapter 8, 9</p>		
<p><b>CGBP Student Pathway readings:</b>            July 13 – Study Guide, Task 2.4            July 15 – 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>		

### Week 6

Date	Topic	CGBP Domain
July 20	Export Compliance <b>Maurice Kogon</b> , <i>Founder - Kogon Trade Consulting</i>	Global Supply Chain (with implications for other Domains)
July 22	Logistics and Incoterms <b>Kathy O’Keefe</b> , <i>Logistics Professional; Director/Client Adviser - Export Consulting Services, LLC</i>	Global Supply Chain
<p><b>Textbook readings:</b>            July 20 – Foley, Chapters 15            July 22 – Foley, Chapter 14</p>		
<p><b>CGBP Student Pathway readings:</b>            July 20 – Study Guide, Task 1.6 (export compliance); Task 1.8 (US &amp; international government compliance organizations); Task 3.3 (US documentary compliance systems); Task 3.5 (quality considerations, U.S. Customs regulatory compliance)            July 22 – Study Guide, Task 3.1 (international transportation modes); Task 3.2; Task 3.3 (incoterms)</p>		



# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



## Part III: The Mechanics of Going Global

### Week 7

Date	Topic	CGBP Domain
July 27	Documentation <b>Kathy O’Keefe</b> , <i>Logistics Professional; Director/Client Adviser - Export Consulting Services, LLC</i>	Global Supply Chain
July 29	International Trade Finance <b>Mike Seibert</b> , <i>Director - North Carolina SBTDC International Business Development program</i>  “The Global Entrepreneur” & the CGBP <b>James Foley</b> , <i>Director - Turner Center for Entrepreneurship &amp; Illinois SBDC International Trade Center</i>	Trade Finance (with implications for other Domains)
<b>Textbook readings:</b> July 27 – Foley, Chapter 15 July 29 – Foley, Chapter 16		
<b>CGBP Student Pathway readings:</b> July 27 – Study Guide, Task 3.3; Task 3.4 (transportation documents); Task 3.5 (import documents); Task 4.4 (documentation requirements for payments) July 29 – Study Guide, Tasks 4.1 to 4.8		

# GW-CIBER INTERNATIONAL BUSINESS BOOTCAMP



June 15-August 15, 2020

## Week 8

Date	Topic	CGBP Domain
<b>August 3</b>	Trade Finance and Understanding Foreign Exchange <b>Aérek Stephens</b> , REPP Program Manager - EXIM Bank <b>Stephen Sullivan</b> , Senior International Trade Specialist - Office of International Trade, U.S. Small Business Administration <b>Andrew Woelflein</b> , Chief Strategy Officer - Tempus Inc.	Trade Finance (with implications for other Domains)
<b>August 5</b>	Legal Considerations <b>George Hiller</b> , Lecturer of International Business, University of Richmond	Global Business Management; Global Marketing; Global Supply Chain

### Textbook readings:

August 3 – Foley, Chapter 16

August 5 – Foley Chapter 12

### CGBP Student Pathway readings:

August 3 – Study Guide, Task 1.5; Task 3.4; Tasks 4.1 to 4.8

August 5 – 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)

## Week 9

Date	Topic
<b>August 10</b>	Final Client Project Presentations
<b>August 12</b>	Final Client Project Presentations and Next Steps