



CGBP Train the Trainer Bootcamp

April 17-18, 2012

9:00 a.m.-5:00 p.m.

The Nines Hotel, Portland, OR

Instructor: Jim Foley, Director
Turner Center for Entrepreneurship Operations
Illinois SBDC Illinois SBDC
Bradley University, Peoria IL

Primary Content Areas

- Global Business Management
- Global Marketing
- Resources and data sources
- International Supply Chain Management – with a focus on export facilitation
- Trade Finance
- Integrating these skills into a CGBP course
- Discussion of the exam and how to prepare students and practitioners

Specific Topics / Skills

- Assessing company readiness to export
- Management of risk (political, economic, finance)
- International business plan development
- Foreign market selection
- Foreign partner selection
- Foreign market entry mode
- Channel management
- International logistics – moving freight globally
- Incoterms
- International trade compliance issues
- International documentation – focus on export documents
- International payment methods
- Financing export growth
- Train-the-trainer: understanding resources in support of CGBP training
- Train-the-trainer: extensive use of cases / exercises which can be integrated into training programs to support CGBP learning



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Agenda Overview DAY ONE

AM Session

- Course Introduction and participant introductions
- Overview of the NASBITE CGBP
- International Trade: brief overview of trade theory and impact on business today

Global Business Management

- CA Beef Company: introductory case on export readiness
- Understanding international risk and risk assessment
- Global business planning

Global Marketing Part 1:

- Foreign Market Selection

LUNCH

Global Marketing Part 2:

- Foreign Market Entry Modes and case work
- Foreign Partner Selection and case work
- Quick overview of channel issues and pricing



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----- DAY TWO -----

AM Session

Data sources in support of international marketing – working session (bring laptops if available)

- Export.gov
- MSU Global Edge
- World Bank Development Indicators
- Nationmaster
- USATradeOnline
- UN Comtrade
- Kompass & OneSource
- PIERS / Datamyne
- Euromonitor

Supply Chain Management Part 1:

- Logistics overview
- Incoterms (and exercise)
- Trade Compliance

LUNCH

Supply Chain Management Part 2:

- International Documentation (and exercise)

Trade Finance:

- International Payment Methods with in-depth Letter of Credit training and exercise
- Foreign exchange overview
- Financing Export Growth

Implementing CGBP Courses / Training in Your Institution

Putting it all together:

- Discussion of the opportunities and challenges associated with CGBP training programs both for credit, and non-credit
- Discussion of formats and instructor needs



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