

CERTIFIED GLOBAL BUSINESS PROFESSIONAL

Exam Prep Study Topics



Master Schedule for 2018-2019

Week 1 – Oct 29/2018

Domain 1: Global Business Management

Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business

Task 01/01: Develop and/or assist in the creation of a global mission statement for the firm.

01/01/01: Knowledge of:
components of a mission statement

Week 2 – Nov 5/2018

Task 01/02: Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.

01/02/01: Knowledge of:
business ethics as perceived and practiced in the U.S. and in other countries (e.g., cultural relativism, labor laws)

01/02/02: culturally appropriate techniques for international business settings (e.g., adaptive behavior, response, and verbal/written language to correspond with local business culture, group vs. individual, ethnocentric vs. polycentric, high context vs. low context)

Week 3 – Nov 12/2018

Task 01/03: Participate in the global business planning and long-term strategic planning processes.

01/03/01: Knowledge of:
environmental factors affecting international strategies (e.g., political, legal/regulatory, sociocultural, cost and competitive factors, appropriate levels of technology)

01/03/02: local, state, federal and global support initiatives that are designed to enable global business ventures and expansion

01/03/03: elements of a global business plan

Week 4 – Nov 19/2018

Task 01/04: Contribute to the ongoing internal and external research efforts to determine viability of global ventures.

01/04/01: Knowledge of:
basic research concepts and techniques (e.g., primary vs. secondary data, basic research methodologies/processes, surveys) and data analysis/evaluation processes (statistical evaluation, quantitative and qualitative analyses)

01/04/02: data sources for international market data (e.g., U.S. Dept. of Commerce, International Monetary Fund [IMF], World Bank, United Nations agencies, Country Desks, and private firm data)

Week 5 – Nov 26/2019

Task 01/05: Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities.

Knowledge of:

01/05/01: country risk (e.g., political risk, economic risk, expropriation)
01/05/02: commercial risk

Week 6 – Dec 3/2018

01/05/03: risks and sources (e.g., Department of State) associated with travel and expatriate activities (e.g., family member's adaptation, reverse culture shock, Centers for Disease Control and Prevention – CDC as source for travel risks)
01/05/04: credit assessment and mitigating techniques (e.g., export credit insurance, international finance)

Week 7 – Dec 10/2018

Task 01/06: Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities.

Knowledge of:

01/06/01: general legal liability issues (e.g., product, international contractual disputes, arbitration, United Nations Convention for the International sale of Goods (CISG), governance issues, export license compliance)

Week 8 – Dec 17/2018

01/06/02: intellectual property rights (e.g., patent, trademark, copyright), international agreements (e.g., Paris Convention, Madrid System) and practical enforcement levels
01/06/03: issues related to and sources of information (e.g. Bureau of Industry and Security, United Nations) for offshore regulatory/legal concerns (e.g., bribery/corruption, Foreign Corrupt Practices Act (FCPA), antitrust, customs, import/export permits, licenses, labor law, currency regulations)

Week 9 – Dec 31/2018

Task 01/07: Develop and/or assist in the development, implementation, and evaluation of the global budget.

Knowledge of:

01/07/01: general budgeting concepts (e.g., basic elements of financial statements, sales forecasts, expense forecasts)

Week 10 – Jan 7/2019

01/07/02: revenues and expense uncertainties
01/07/03: transfer pricing

Week 11 – Jan 14/2019

Task 01/08: Establish and maintain relationships with appropriate external organizations to support global activities.

Knowledge of:

01/08/01: industry, trade, and investment associations
01/08/02: government support agencies (e.g., U.S. government agencies, International Monetary Fund [IMF], World Bank)

Week 12 – Jan 21/2019

Task 01/09: Participate in the effective use of technology to support global performance.

Knowledge of:

01/09/01: commonly used business and communication technologies, advantages of the internet
01/09/02: software tools to support global activities

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Week 13 – Jan 28/2019

Domain 2: Global Marketing

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; and meet corporate needs within environmental constraints and corporate goals.

Task 02/01: Evaluate the internal and external environment (e.g., economic and physical geography, history, political environment, competitive analysis, regulatory, cultural, and technological issues) to identify potential marketing threats and opportunities.

Knowledge of:

02/01/01: internal resources (e.g., export readiness assessment, goals and preferences of senior management, experiences and capabilities of employees, technical and production capabilities)

02/01/02: external environment (e.g., economic and physical geography, competitive analysis, regulatory, cultural, technological issues, currency fluctuations, and protected industries and sectors)

Week 14 – Feb 4/2019

02/01/03: public and private sources of data and assistance including electronic and print
02/01/04: major trade agreements, trade law, and customs unions (e.g., North American Free Trade Agreement [NAFTA] European Union, export control regulations, anti-boycott regulations, Foreign Corrupt Practices Act [FCPA])

Week 15 – Feb 11/2019

02/01/05: product certifications and standards (e.g., CE Mark, ISO 9000)
02/01/06: cultural issues related to marketability of product, translation issues
02/01/07: assessing technological infrastructures in target markets

Week 16 – Feb 18/2019

02/01/08: SWOT analysis related to global marketing
02/01/09: how to research competitor activities internationally (e.g., PIERS, UN Comtrade, Kompass Directory, USA Trade Online)

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Week 17 – Feb 25/2019

**Task 02/02: Develop and implement the global marketing plan:
Conduct market research in order to determine the best potential market.**

Knowledge of:

02/02/01: laws and regulations that impact the marketing plan (e.g., entity law, promotional restrictions, distributor requirements, corruption)

02/02/02: public and private marketing resources (e.g., International Trade Administration, U.S. Commercial Service and the Country Commercial Guides, freight forwarders)

Week 18 – March 4/2019

Task 02/03: After analysis of the market research, select products and markets to be targeted.

Knowledge of:

02/03/01: impact on market selection of product, price, place, and promotion (e.g., the four P's)

02/03/02: how to find laws and regulations that impact the market selection (e.g., entity law, promotional restrictions, distributor requirements)

02/03/03: market segmentation and demand analysis

Week 19 – March 11/2019

Task 02/04: Develop and select market strategy to maximize sales and profitability.

Knowledge of:

02/04/01: foreign market entry methods (e.g., licensing, agency/distributor, sales subsidiaries, international joint venture)

Week 20 – March 18/2019

Task 02/05: Develop and implement a marketing budget related to the global activities of the company.

Knowledge of:

02/05/01: budgeting processes

02/05/02: reporting requirements

02/05/03: basic accounting procedures (e.g., retained earnings, accounts payable, accounts receivable)

02/05/04: cost of marketing and promotion

Week 21 – March 25/2019

Task 02/06: Coordinate the marketing mix of goods and services to implement the company's marketing plan: Provide products and services for the targeted markets.

Knowledge of:

02/06/01: customer expectations and cultural requirements

02/06/02: product life cycle implications (or strategies)

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Week 22 – April 1/2019

- 02/06/03: (new) product development modification process
- 02/06/04: technical compatibility and product standards (e.g., CE marking)
- 02/06/05: where to find packaging, labeling, and marking requirements
- 02/06/06: after-sales service and support requirements (e.g., manuals, warranties, technical support, recycling)

Week 23 – April 8/2019

- 02/06/07: product liability implications
- 02/06/08: legal/regulatory requirements for pricing (e.g., pricing constraints and controls, fair trade laws, anti-dumping)

Week 24 – April 15/2019

- 02/06/09: trade assistance resources in support of providing products and services
- 02/06/10: environmental concerns

Week 25 – April 22/2019

Task 02/07: Implement, monitor, and adjust the company's global pricing strategies.

Knowledge of:

- 02/07/01: costing methods and allocation, including marginal and absorption costing
- 02/07/02: tariff and non-tariff barriers and incentives

Week 26 – April 29/2019

- 02/07/03: quoting methods
- 02/07/04: resources for global pricing strategies (e.g., current revision of International Chamber of Commerce publications (e.g., Incoterms, Unified Cargo Processing [UCP], Uniform Rules for Collections [URC]), U.S. government agencies, and websites)
- 02/07/05: how local market conditions could impact pricing

Week 27 – May 6/2019

Task 02/08: Initiate and manage global promotion strategies in order to support the global marketing plan.

Knowledge of:

- 02/08/01: sales promotion mechanisms (e.g., trade shows and trade missions, horizontal vs. vertical trade show)
- 02/08/02: technological tools for promotion (e.g., internet activities such as e-mail, web sites, e-commerce; video-conferencing, virtual trade fairs)
- 02/08/03: trade assistance resources in support of global promotion

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Week 28 – May 13/2019

Task 02/09: Analyze and formulate global distribution strategy for products and/or services.

Knowledge of:

- 02/09/01: types and roles of distribution channels (e.g., resellers, agency/distributor, joint ventures)
- 02/09/02: impact of local market distribution characteristics and implementation issues, gray marketing
- 02/09/03: contractual issues related to market entry (e.g., common elements found in most distributor agreements)

Week 29 – May 20/2019

Task 02/10: Establish and manage the global sales activities.

Knowledge of:

- 02/10/01: sales techniques (e.g., pull vs. push), sales knowledge, and business travel

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Week 30 – May 27/2019

Domain 3: Supply Chain Management

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.

Task 03/01: Optimize supply chain solutions to meet the requirements of the international business plan including evaluation of all modes of transportation, inventory, time to market, landed costs, and customer requirements.

Knowledge of:

03/01/01: all transportation modes and costs

03/01/02: trade agreements, free trade zones and use of regional value content

Week 31 – June 3/2019

03/01/03: duties and how to read the Harmonized Tariff Schedule [HTS] duty rate table, duty drawback, taxes, and quotas

03/01/04: product classification regimes (e.g., Harmonized Tariff Schedule [HTS], Schedule B)

Week 32 – June 10/2019

03/01/05: security issues (e.g., Container Security Initiative [CSI], Customs Trade Partnership Against Terrorism [C-TPAT], warehouse security issues, Customs and Border Protection)

03/01/06: where to find legal/regulatory packing requirements

Week 33 – June 17/2019

03/01/07: non-regulatory packing requirements (e.g., preservation of cargo, types of containers, packing materials)

03/01/08: insurance, transportation liability regimes and demurrage

03/01/09: resources (e.g., freight forwarders, trade associations, Internet resources)

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Week 34 – June 24/2019

Task 03/02: Evaluate and select the potential intermediaries (e.g., carriers – all modes, third party logistics providers [3PL's], forwarders, brokers, contract carriers) necessary to support the international business plan (including evaluation of outsourcing alternatives and/or partners).

Knowledge of:

- 03/02/01: major transportation modes and methods (e.g. consolidation and costs)
- 03/02/02: third party logistics providers (3 PL's)
- 03/02/03: forwarder's role in the transaction
- 03/02/04: customs broker and other service providers
- 03/02/05: usage of power of attorney

Week 35 – July 1/2019

- 03/02/06: databases available to search for intermediaries
- 03/02/07: resources available in support of intermediary selection (e.g., World Trade Centers [WTCs], local trade associations, state and federal government)

Week 36 – July 8/2019

Task 03/03: Complete the documents required for international movement of product and services.

Knowledge of:

- 03/03/01: standard export and import documents for goods and services (e.g., proforma invoice, commercial invoice, transport documents, documents relating to services contracts)
- 03/03/02: U.S. export regulations for involved countries and seller buyer document requirements (e.g., Bureau of Industry and Security [BIS], Office of Foreign Asset Control [OFAC])
- 03/03/03: U.S. import regulations and sources for involved countries (e.g., Customs and Boarder Protection, Animal and Health Inspection Service [APHIS])

Week 37 – July 15/2019

- 03/03/04: Incoterms (e.g., ExW - ExWorks, FCA - Free Carrier, FOB - Free On Board, CIF – Cost Insurance and Freight, CIP -Carriage And Insurance Paid, DDP - Delivery Duty Paid)
- 03/03/05: U.S. legal and regulatory requirements regarding documentation for goods/services (e.g., export/import control regulations, export declaration)
- 03/03/06: where to find foreign language documentation requirements when applicable

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Week 38 – July 22/2019

- 03/03/07: technology available for document completion (e.g., Automated Commercial Environment [ACE], Automated Export System [AES], Simplified Network Application Process Redesign [SNAP], private sources)
- 03/03/08: offshore legal and regulatory requirements regarding documentation for goods/services (e.g., certificate of origin, sanitary certificate, export/import control regulations)
- 03/03/09: country of origin determination

Week 39 – July 29/2019

Task 03/04: Coordinate with other departments to calculate the true cost, benefits, and risks of proposed transactions in order to implement risk management policies.

Knowledge of:

- 03/04/01: marine insurance (e.g., delays, losses, claims and other insurances, general average)
- 03/04/02: transportation options and documents (e.g., ocean bill of lading versus air waybill, negotiable vs. non-negotiable bill of lading)
- 03/04/03: international conventions (e.g., Warsaw Convention and the United Nations Convention on Contracts for the International Sales of Goods - CISG) and international conditions of contract (e.g., Force Majeure, arbitration)

Week 40 – Aug 5/2019

- 03/04/04: packaging for cargo protection and loss prevention
- 03/04/05: insurance companies and brokers, consultants, freight forwarders

Week 41 – Aug 12/2019

Task 03/05: Facilitate the offshore procurement process.

Knowledge of:

- 03/05/01: advantages of global sourcing
- 03/05/02: cultural considerations affecting supplier/buyer relationships
- 03/05/03: impact of trade agreements

Week 42 – Aug 19/2019

- 03/05/04: terms and conditions of purchase or sale
- 03/05/05: quality considerations (e.g., ISO9000, industry quality specifications)
- 03/05/06: calculation of landed costs
- 03/05/07: U.S. Customs regulatory compliance (e.g., product marking)

Week 43 – Aug 26/2019

- 03/05/08: import documents
- 03/05/09: customs brokers and customs management tools (e.g., duty drawback programs, tariff engineering)

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Week 44 – Sep 2/2019

Domain 4: Trade Finance

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.

Task 04/01: Assess political and economic risks and cultural issues of the target country to establish the financial costs and viability.

Knowledge of:

- 04/01/01: political and economic risks causing late and/or non-payment from overseas markets (e.g., cancellation/failure to grant U.S. export license, civil unrest, foreign currency delays/shortage)
- 04/01/02: cultural issues of buyer's country which may impact payment methods, money transmission methods, language used, credit control procedures, level of governmental control, corruption issues, and sources of finance
- 04/01/03: resources for determining risk (e.g., U.S. government organizations, websites, Moody's, Standard and Poor's, Euromoney, credit bureaus such as Graydon America and Coface)

Week 45 – Sep 9/2019

Task 04/02: After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of foreign exchange.

Knowledge of:

- 04/02/01: foreign exchange risk mitigation techniques and required documentation (e.g., hedging tools, currency option contracts, transfer pricing)

Week 46 – Sep 16/2019

Task 04/03: Research and analyze credit history and payment capacity of the potential buyers/partners to assess the commercial risk of the buyer and maintain credit management and control procedures and documentation.

Knowledge of:

- 04/03/01: sources of credit reports (e.g., credit bureau, D&B, Hoovers, US Department of Commerce - International Company Profile)
- 04/03/02: costs, usage and value of credit reports
- 04/03/03: commercial risks of late and/or non-payment from overseas buyer

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Week 47 – Sep 23/2019

- 04/03/04: methods of payment (e.g., letters of credit, documentary collections, cash in advance, sight draft)
- 04/03/05: mitigating techniques (e.g., credit risk insurance from Overseas Private Investment Corporation [OPIC] and U.S. Export-Import [Ex-Im] Bank)

Week 48 – Sep 30/2019

Task04/04: Establish the most appropriate methods and terms of payment and required documentation to ensure timely payment for the sale of goods and/or services and to facilitate external financing.

Knowledge of:

- 04/04/01: methods and costs of payment (e.g., letters of credit, documentary collections, cash in advance, time draft, banker's acceptance)
- 04/04/02: commercial, economic, and political risks of buyer and buyer's country
- 04/04/03: international regulations published by the International Chamber of Commerce (Paris) governing international transactions and methods of payment (e.g., Incoterms, Uniform Customs & Practices for Documentary Credits [UCP], arbitration, Uniform Rules for Collection [URC])
- 04/04/04: methods of funds remittance (e.g., checks, banker's draft, SWIFT transfer)

Week 49 – Oct 7/2019

- 04/04/05: types of letters of credit (e.g., confirmed/unconfirmed, irrevocable, transferable, standby, with a time draft)
- 04/04/06: types of payment (e.g., sight, deferred, acceptance)
- 04/04/07: documentation requirements (e.g., commercial invoices, transport documents and documents relating to services, inspection certificate)
- 04/04/08: related financial and legal costs (e.g., bank charges, insurance premiums, legal fees)
- 04/04/09: communication of letters of credit, collections, and associated documents electronically via the Internet (e.g., the Uniform Customs & Practices for Documentary Credits [Supplement for Electronic Presentation [eUCP], SWIFT)

Week 50 – Oct 14/2019

Task 04/05: Select appropriate methods, terms, and currency of payment to agents, sales representatives, distributors, suppliers, and international joint ventures.

Knowledge of:

- 04/05/01: terms and conditions of purchase or sale (e.g., countertrade, consignment, payment terms)
- 04/05/02: resources (e.g., banks, U.S. government agencies, International Chamber of Commerce)

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Week 51 – Oct 21/2019

Task 04/06: Develop a financial plan to establish whether internal/external international trade financing is required.

Knowledge of:

04/06/01: resources (e.g., Export-Import [Ex-Im] Bank, Small Business Administration [SBA], U.S. Department of Agriculture (USDA), Overseas Private Investment Corporation (OPIC), private banks, non-bank private sector lenders)

Week 52 – Oct 28/2019

Task 04/07: Identify options for short-term (up to 180 days) pre- and/or post-shipment finance for the seller to ensure lowest cost financing at acceptable levels of risk.

Knowledge of:

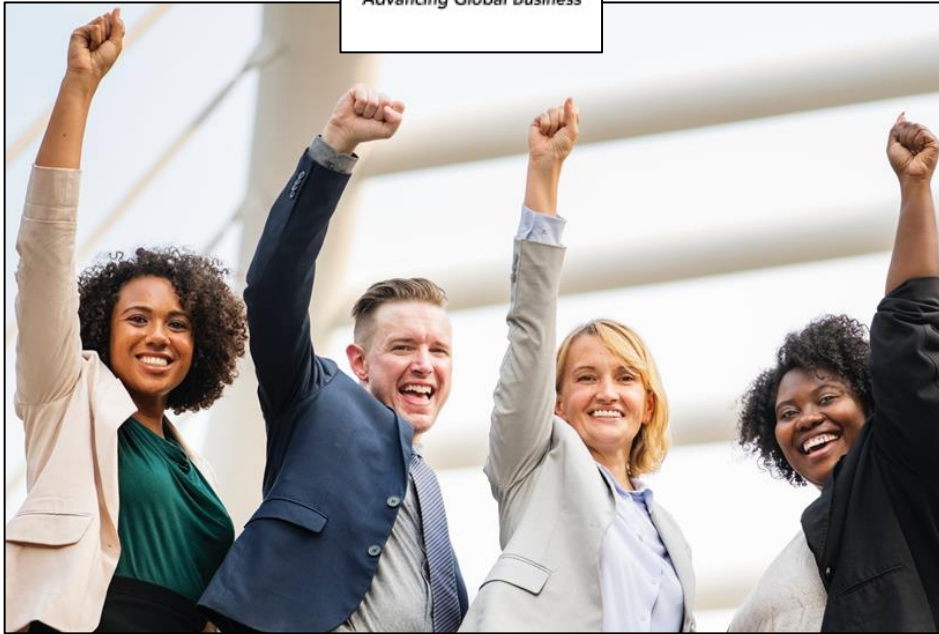
04/07/01: forms and functions of short-term financing (e.g., credit insurance, government supported finance, discounting, time draft letter of credit, Export Working Capital Program)

Week 53 – Nov 4/2019

Task 04/08: Identify options for medium- and long-term finance for the overseas buyer (internal/external) to allow buyer extended terms while providing cash payment to seller without recourse.

Knowledge of:

04/08/01: forms of medium- and long-term financing (e.g., government supported finance, finance provided by banks and financial institutions, lease financing)



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