

## Global Business Professional

According to practitioners involved in international business, 'there is a disconnect between what institutions of higher learning are teaching and the skill set we require of international business employees.' 'While graduates may understand the strategic nature of decisions in marketing, management, finance and other aspects of business, they do not understand the 'nuts and bolts.' On the other side, practitioners that work with documents and financing trade transactions every day, may not understand the strategic implications of the decisions they are required to make.' The Global Business Professional Credential provides a measure or standard that offers some sense of employee readiness to meet the needs of the successful international business.

The International Trade Administration, a department within the US Department of Commerce (USDOC), is a major supporter for the development of a credential that helps to identify people capable of meeting the needs of businesses and organizations involved in global trade. The US Small Business Administration (SBA) and clients of its Small Business Development Centers (SBDC) are also highly supportive of this initiative. Representatives from both U.S. agencies, and companies doing business internationally were involved in developing the Global Business Professional Credential.

### **Background:**

The US Department of Education, through Title IV grant funding of a Center for International Business Education and Research (CIBER) has provided much of the financing needed to develop this certificate.

The [CIBER at Texas A&M University](#) and the National Association of Small Business International Trade Education ([NASBITE](#)) contracted with the Professional Examination Service ([PES](#)) - to develop the examination which is designed to test the knowledge of those aspiring to obtain the credential. PES is the same organization that work with Occupational Therapy, Human Resource Management and American Institute of Certified Public Accountants (AICPA) to develop their certification exams.

US DOC; US SBA; Texas A&M, CIBER; NASBITE; and PES are all participants in this project and they are recently concluded the process of developing a certificate and examination for the "Global Business Professional" (GBP). The credential is awarded to those with the appropriate educational or practical experience, plus successful completion of the GBP examination.

### **Accreditation:**

NASBITE is the first and only U.S. organization to be granted institutional membership with the International Association of Trade Training Organizations ([IATTO](#)). Such memberships are granted to national organizations that are dedicated to international trade training and trade promotion.

### **The GBP Credential and Industry:**

The Department of Commerce has a vested interest in this credential and will be looking for future employees that possess this credential. It is expected that current USDOC employees will be able to use this credential for advancement. Other government agencies that provide export services will also look for individuals that possess this credential when hiring.

Private sector will use the credential to identify individuals with the skill sets needed to function effectively in an international business environment. The Global Business Practitioner Credential will be useful in emphasizing the statement 'I will hit the ground running.'

**Philadelphia University:**

Philadelphia University is taking a lead position by offering an online course with four modules; each module lasting four weeks. The modules are:

- Global Business Management
- Global Marketing
- Supply Chain Management
- Trade Finance

People can enroll in one, two, three, or all four modules. Faculty will consist of seasoned faculty and practitioners in their area of expertise.

The modules will be launched in the fall of 2004. Plans call for offering every module twice before the exam is administered for the first time in the spring of 2005. (Offer two modules in November 2004, and then again in January 2005; offer the other two modules in December, 2004 and again in February.) Space will be limited. If you are interested in more information on the credential, please visit the NASBITE web site: [http://www.nasbite.org/Nasbite\\_English/certification.html](http://www.nasbite.org/Nasbite_English/certification.html); if you are interested in speaking with someone at Philadelphia University, please contact Frank Congdon at 215-951-2902; or CongdonF@PhilaU.edu