

Certified Global Business Professional Training

November 30-December 4: 9am-12noon Virtual

Contact Certified Trainer: Jade Sims, Assistant Director, MSU-IBC jsims@msu.edu

November 30

9:00am Welcome & Overview of CGBP credential & training
10:00am International trade: brief overview of trade theory, impact on business
(ie, why this is important)
Case study on export readiness

December 1

9:00am Understanding risk & how to assess risk
Global business planning
10:45am Global Marketing I: Foreign market selection
Global Marketing II: Foreign market entry modes
Foreign partner selection

December 2

9:00am Market research & data sources (Erkan Kocas, MSU-IBC)
10:30am Global Marketing II: Overview of channel issues & pricing
Int'l Supply Chain I: Logistics, INCOTERMS, documentation

December 3

9:00am Export Controls & Other Legal Issues (Jean Shtokal, Foster, Swift, Collins & Smith PC)
10:45am Int'l Supply Chain II: Compliance
Taxes, Accounting, & Additional Legal

December 4

9:00am Trade Finance: Payment methods, foreign exchange, financing growth
MICHIGAN-specific assistance for exporters
CGBP overview & test-taking tips & strategies
12noon Questions & Wrap Up



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

MICHIGAN STATE
UNIVERSITY
International
Business Center
Broad College of Business