

International Trade

Category and Courses Marketing Kit

Learn the tricks of the trade.



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I. Course Summary Descriptions

International Trade

Most businesses today operate on the global scale. The MindEdge International Trade program delves into the five realms of global trade, from documentation, legal and regulatory, compliance, intercultural awareness, technology, and resources. The suite of courses prepares learners to take NASBITE's Certified Global Business Professional™ exam.

Certified Global Business Professional (CGBP) Exam Prep

The North American Small Business International Trade Educators (NASBITE) Certified Global Business Professional program certifies that a candidate is competent in four primary areas or domains: Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance. Within each of these four areas, five “threads” or topics are covered: Documentation; Legal and Regulatory Compliance; Intercultural Awareness; Technology; and Resources. Tasks and knowledge statements based on these areas and threads tested through the CGBP exam. This suite of courses provides an overview of essential skills for conducting international business. Each individual course contains a 25-question practice exam as well as tips and documentation to help you prepare for the exam. Upon successful completion of all courses in this certificate program, you can download and print a Certificate of Completion. Courses included in this certificate program are listed at the bottom of this page.

Learner Satisfaction: 96%

Estimated length: 40 hours

Access Time: 360 days

Credits: 4 CEUs

Global Business Management

This online and self-paced Global Business Management prepares learners to take NASBITE's Certified Global Business Professional™ exam. It includes an in-depth review of the Global Business Management knowledge area aligned with NASBITE's practice delineation, exam taking tips, module quizzes, and a 25-question Practice Exam covering the Global Business Management area of knowledge. For a comprehensive NASBITE CGBP™ Exam Prep course, register for the full suite of International Trade courses, which includes Global Business Management, Global Supply Chain Management, Global Marketing, and Global Trade Finance. The Global Business Management course reviews essential skills for the practice of management in an international business context. It covers practical applications of management including: setting a mission and vision for the global business enterprise; developing a global business plan; conducting research in an international environment; understanding the nuances of cultural, legal, political, and regulatory differences; and using technology to support global trade.

Learner Satisfaction: 93%

Estimated length: 10 hours

Access Time: 90 days

Credits: 1 CEUs

Global Marketing

This online and self-paced Global Marketing prepares learners to take NASBITE's Certified Global Business Professional™ exam. It includes an in-depth review of the Global Marketing knowledge area aligned with NASBITE's practice delineation, exam taking tips, module quizzes, and a 25-question Practice Exam covering the Global Marketing area of knowledge.

For a comprehensive NASBITE CGBP™ Exam Prep course, register for the full suite of International Trade courses, which includes Global Business Management, Global Supply Chain Management, Global Marketing, and Global Trade Finance.

The Global Marketing course reviews the essential skills for the practice of marketing in an international business context. It covers practical applications of marketing including: assessing the external environment; performing strengths-weaknesses-opportunities-threats (SWOT) analysis; conducting international market research; developing a marketing plan and budget; determining the global marketing mix (product, price, placement, and promotional strategies); and conducting competitor analysis.

Learner Satisfaction: 97%

Estimated length: 10 hours

Access Time: 90 days

Credits: 1 CEUs

Global Supply Chain Management

This online and self-paced Global Supply Chain Management prepares learners to take NASBITE's Certified Global Business Professional™ exam. It includes an in-depth review of the Global Supply Chain Management knowledge area aligned with NASBITE's practice delineation, exam taking tips, module quizzes, and a 25-question Practice Exam covering the Global Supply Chain Management area of knowledge.

For a comprehensive NASBITE CGBP™ Exam Prep course, register for the full suite of International Trade courses, which includes Global Business Management, Global Supply Chain Management, Global Marketing, and Global Trade Finance.

The course provides an overview of essential skills for managing supply-chain logistics in an international business context. It covers practical applications of supply-chain management including: transportation modes; taxes, duties and quotas; trade agreements; packaging requirements; use of intermediaries; documentation requirements; legal and regulatory requirements; insurance; trade conventions; and the offshore procurement process.

Learner Satisfaction: 97%

Estimated length: 10 hours

Access Time: 90 days

Credits: 1 CEUs

Global Trade Finance

This online and self-paced Global Trade Finance prepares learners to take NASBITE's Certified Global Business Professional™ exam. It includes an in-depth review of the Global Trade Finance knowledge area aligned with NASBITE's practice delineation, exam taking tips, module quizzes, and a 25-question Practice Exam covering the Global Trade Finance area of knowledge. For a comprehensive NASBITE CGBP™ Exam Prep course, register for the full suite of International Trade courses, which includes Global Business Management, Global Supply Chain Management, Global Marketing, and Global Trade Finance. The Global Trade Finance course provides an overview of essential skills for managing financial transactions in international trade. It covers practical applications of trade finance including: political and economic risks, foreign exchange tactics and risks, credit and payment risks, optimal terms of payment, arranging financing, and setting the business's overall financial plan.

Learner Satisfaction: 98%

Estimated length: 10 hours

Access Time: 90 days

Credits: 1 CEUs

II. Testimonials

The following testimonials are provided by learners that have completed courses in the International Trade suite.

Global Business Management

"I have greatly enjoyed the course and believe this will help me be a better Commercial Specialist."

Global Marketing

"Module provides an excellent overview of the subject matter, in a concise and user-friendly manner."

Global Supply Chain Management

"This is an interesting program or course one would love to study over and over to attain perfection."

Global Trade Finance

"I will gladly recommend this program to anybody willing to learn in order to broaden their knowledge. The program was made very easy to be assessed and the learning tools and methods are very appropriate."