

## **A CROSS-CULTURE, DRAMA-EMBEDDED PREP COURSE: LEARNING TO EARN THE NASBITE CERTIFIED GLOBAL BUSINESS PROFESSIONAL (CGBP) CREDENTIAL**

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### **Abstract**

Worldwide, national governments have stepped-up their education and funding support to help their small- and medium-sized businesses (SMEs, or equivalent) begin or expand their export activity. This step-up has increased employer demand for job candidates with international/global trade knowledge – and, ideally, some level of experience. Although many domestic and international business education programs have added international business (IB) programs to their curricular offerings, empirical evidence shows that some hiring employers, at least in some countries, do not fully understand the worth of an IB degree and/or a degree in marketing with an emphasis in international business. The earning of a documentable professional credential within or outside of the post-secondary degree arena and including evidence of these credentials on one's resume and business cards enhances job candidate value by the credential's ability to communicate quickly to the candidate's benchmarked level of knowledge and skills in a certain field of study – in this case, the global trade industry.

The worldwide demand for international/global trade credentialed employees is growing as most nations' SMEs demand competent help as they step-up their exporting efforts. It is generally understood that all major business sectors of the U.S. and other economies depend on exporting for economic growth a factor that has driven the demand for employer' desire to hire global trade credentialed job candidates.

Responding to the early growing need for job candidates with minimum knowledge and skill credentials in global trade (early 2000s and forward), the NASBITE Certified Global Business Professional (CGBP) credential was developed by the National Association of Small Business Trade Educators (now NASBITE, International) and implemented March 2005. Then, and today, it is the only U.S.-based credentialing program in the global trade industry and serves as a benchmark for competencies expected in global trade job positions. Demand for employees with a substantiated level of understanding of CGBP global trade concepts, and the prestige of earning the CGBP, have given rise to the need to integrate CGBP credential concepts into post-secondary business education, and/or offer it through commercial professional development courses (CPE).

CGBP concepts can be taught in a variety of formats time wise and presentation wise. Whatever the context, whatever the culture, the use of dramatization in teaching knowledge domains and skills required by the CGBP credential (or other educational pursuits) can help trainees visually grasp the knowledge and skill domain concepts quickly and understandably, and make the process of learning dynamic and enjoyable. For instance, in the case of teaching CGBP credential domains, dramatization could be used in communicating to trainees the severe consequences of an exporter not being vigilant in submitting correct export documentation or being fraudulent in doing so.

This paper has four interrelated purposes: (1) To provide readers an overview of history, mission, and scope of the NASBITE Certified Global Business Professional (CGBP) credential; (2) To explain both hiring employer' and job candidate' benefits of earned CGBP credential; (3) To demonstrate how classroom dramatization was effectively uses in two cross-cultural based classrooms (one in Peru and one in the USA) to demonstrate the global trade concepts associated with the four NASBITE Certified Global Business Professional (CGBP) credential domains of knowledge and skills (global business management; global marketing; global supply chain; and, global trade finance); and (4) To share findings of cross-cultural analyses of Peruvian and U.S. student responses to the NASBITE CGBP credential opportunity that was here-to-fore unknown to them; and to share Peruvian and U.S. student responses to the commonly used classroom dramatizations.

Reference Available Upon Request