



## SYLLABUS: CERTIFIED INTERNATIONAL BUSINESS SPECIALIST (CIBS) – CRN 30222

**Program Coordinator:** Rafael Tassini  
**Exam Dates:** 1/10, 4/10, 7/10, 10/10  
**Email:** [CIBS@BusinessTraining.com](mailto:CIBS@BusinessTraining.com)

**Time:** Self-Paced Program  
**Location:** 100% Online  
**Twitter:** @BusTraining

### LEARNING OBJECTIVES OF THE CIBS:

1. Master the various ways in which a company can gain advantages by operating on a global scale, and know these well enough to make sure your company is taking advantage of these opportunities to the fullest extent possible.
2. Understand the breadth of culture differences in how business is conducted around the world, allowing you to more quickly assess and adapt to different ways of doing business around the globe.
3. Gain a solid foundation of global negotiation skills and frameworks that you can use and operate on regardless of where you are based and which country you are selling your products or services to.
4. Learn how to manage some types of international business and finance risks so that you can seek out the appropriate tools, actions, and resources when needed.
5. Leverage the global business landscape to help your business or employer create more innovative solutions to solve your domestic and global business challenges.

### BENEFITS OF COMPLETING THE CIBS:

- Compete with others in the job marketplace who are seeking international positions but don't have any formal training on this niche area of business.
- Help your company evolve faster by applying the cultural and negotiation frameworks provided within this program.
- How to analyze potential markets to determine their potential profitability and business challenges.
- How to create content, product lines, and marketing materials for use in several countries, cultures, and languages at one time.
- The 7 step formula for taking a product into a new international market.
- How you can develop a Strategic International Development Plan to use best practices in selling your firm's products globally.
- How to use online marketing, pay per click advertising, and affiliate marketing to reach a global audience.

### PROGRAM REQUIREMENTS:

**Self-Management:** The Certified Business Development Specialist (CIBS) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

**Strategic Project completion:** The strategic project for the CIBS course is laid out in the study guide. This project is worth 50% of the CIBS grade and must be received completed before you can schedule your examination date.

**Time-Management:** Being that the CIBS is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

**Examination:** Examinations are offered annually on January 10<sup>th</sup>, April 10<sup>th</sup>, July 10<sup>th</sup>, and October 10<sup>th</sup>. After registering for the CIBS, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

**Please note that your exam date request must be received at least 3 weeks before the exam date.** For example, if you would like to sit for the January 10<sup>th</sup> exam, we need to receive your request and completed project no later than December 20<sup>th</sup>. You can send your completed project and date request to the email address above.

**PREREQUISITES:** We require one year of work experience before candidates are accepted into the CIBS program.

**REQUIRED TEXTS:**

1. ***A Road Map For Strategy & Execution*** by Tarun Khanna & Krishna Palepu, ISBN# 978-1-4221-6695-6
2. ***The Marketer's Bible*** by Richard C Wilson, available for free to participants.
3. ***Competing for Global Dominance: Surviving in a Changing World*** by Jack S. Katz, ISBN# 978-1-60773-042-2

**REQUIRED TOOLS:** Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**CIBS GRADE BREAKDOWN:**

*Strategic Project:* (100 pts) – Instructions provided in the CIBS Study Guide.

*Exam:* (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

*For more information and to register for this self-paced international business training and certification program, please visit our website at:*

<http://businesstraining.com/International-Business-Certification.html>