

INTERNATIONAL BUSINESS TRAINING ASSOCIATION
14221 SW 120th St., Suite #-220 Miami FL 33186
954-624-8011 or 1-866-330-IBTA
www.ibtlearning.com, www.cbpcertify.com



News Release

Media Contact:

Dario Morell
Vice President Operations , IBTA
954-624-8011
partnership@ibtlearning.com



IBTA Releases the Certified Young Business Professional (CYBP) Program

Miami, Florida April 27th, 2013. The International Business Training Association (IBTA®) broadcasted that its recent release of the Certified Young Business Professional (CYBP) Program has been received with great success by Distributors and Regional Representatives Globally.

The timing of the launch of the CYBP Program to High School students, has allowed high schools to have enough time to fit it into the upcoming 2013-2014 school year. The program also offers other variations which will be available to quality summer camps and after-school enrichment programs across the globe.

IBTA's Introduction to Business course for high school students not only prepares them to be excellent employees, but provides the spark and instruction on what it takes to become an entrepreneur and start their own businesses. "We believe the CYBP Course will offer a great advantage to countries that adopt this course as a requirement for their high schools, thus making them do much better on the global economic scene than those that do not," stated Dario Morell, Vice President of IBTA. "They will acquire knowledge and skills that few people entering the business world ever have. This makes a big difference; it practically makes learning fun for the High School age students as they really get involved in the different activities and exercises that the CYBP course curriculum makes available to them," he continued. The Certified Business Professional Courses (CBP) program that IBTA produces for education employees of business and career-minded individuals globally are short, structured training courses.

The new course for high school students draws from that large knowledgebase and skill sets taught in those many courses and focuses on the skills and knowledge that high school students graduating would find most useful as they navigate the business world.

The course covers essential skills like customer service, sales, business etiquette, business communication, budgeting, marketing, and managing, among others, but it also goes one step further and contains a wide assortment of interactive exercises and role play scenarios. The course starts off by introducing the student to the motivation behind businesses as well as highlighting different types of business as well as their pros and cons in our global economy. Students will understand that success can mean different things for different businesses as they look at mission statements and short-term and long-term goals.

Some of the special assignments that the students work on in the CYBP Course are as follows: Creating a Business Plan, Creating a Marketing Plan, Creating a Business Brochure and a Business Card. There are additional assignments such as conducting a Sample Satisfaction Survey, Writing Employment Ads, Doing a Market Analysis, and Participating in Interview Role Play Exercises.

To learn more about partnering to receive this training and certification for your high school, summer camp, or after-school enrichment center, contact us at partnership@ibtalearning.com

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for CBP. ATPs receive IBTA support in the form of referrals, sales and marketing, industry news, and instructor program support. Visit <http://www.ibtalearning.com> to learn about becoming an ATP.

About the International Business Training Association (IBTA)

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to International standards. IBTA's mission is to equip business professionals with the skills and certification required to meet and surpass business standards in our global industries.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP™) after two years of initial consultation and development. Today, IBTA's CBP Certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, UK, Middle East, Africa, Central America, South America, the Caribbean, India, China, Vietnam, Brunei, Singapore, and Australia. The CBP courseware and exams are available in English, Spanish, Vietnamese, and Arabic.