

BDA-CP™

BDA-SCP™



BDA Examination Content Outline - 2025



Business Development Association (BDA)

BDA-CP™ & BDA-SCP™ Examination

Content Outline - 2025



December 2025 Exam Update

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1. Introduction

The Business Development Association (BDA) is the global authority dedicated to advancing the profession of Business Development and establishing internationally accepted standards for knowledge, competencies, and ethical practice. As part of its mission to professionalize the field, BDA offers two globally recognized credentials:

- BDA-CP™ — BDA Certified Professional
- BDA-SCP™ — BDA Senior Certified Professional

These certifications are designed to validate the skills, knowledge, and behavioral competencies required for modern Business Development roles across industries, markets, and organizational settings.

To ensure fairness, accuracy, and global relevance, BDA aligns its credentialing processes with best practices used by international standard-setting bodies and certification frameworks. The development of the BDA examinations is based on a comprehensive Global Practice Analysis, mapping real-world BD responsibilities to the competency requirements outlined in the BDA BoCK™ — Business Development Body of Competency & Knowledge (2025 Edition).

The purpose of this BDA Examination Content Outline (ECO) is to define the domains, tasks, and competency enablers that form the structure of the certification examinations. Every scored question on the BDA-CP™ and BDA-SCP™ exams is linked directly to one or more areas of this ECO, ensuring a consistent and transparent evaluation process that reflects the realities of modern Business Development practice.

This document does *not* replace the BDA BoCK™, nor does it serve as a study guide. Instead, it identifies what the exam measures, whereas the BDA BoCK™ provides the broader professional standard upon which the competencies are built. Candidates are encouraged to use this ECO to understand the exam blueprint, weighting, and expected performance areas.

Through this certification model, BDA reinforces its commitment to elevating Business Development worldwide and supporting professionals in achieving measurable, sustainable, and ethical growth within their organizations and markets.

2. BDA Exam Content Outline

The BDA Examination Content Outline (ECO) defines the domains and competencies assessed in the [BDA-CP™](#) and [BDA-SCP™](#) certification examinations. These domains represent the critical behavioral and knowledge-based competencies required for effective performance in modern Business Development roles across global markets.

The examination is structured around two major competency categories:

- **Domain I: Behavioral Competencies — 45%**
- **Domain II: Knowledge Competencies — 55%**

Each domain consists of several sub-competencies mapped directly to the [BDA BoCK™](#) ensuring global alignment with established Business Development standards.

The weight percentages shown below indicate the proportion of scored exam questions dedicated to each competency area. All questions on the BDA examination are linked to one or more tasks within these domains, ensuring balanced and consistent measurement across the full spectrum of BD practice.

Exam Domains and Weight Distribution

Domain I: Behavioral Competencies — 45%

| Sub-Competency | Exam Weight |
|--|-------------|
| Strategic Leadership | 7% |
| Effective Communication | 8% |
| Business Acumen | 6% |
| Emotional Intelligence | 6% |
| Critical Thinking & Problem-Solving | 7% |
| Consultative Mindset | 5% |
| Negotiation & Relationship Management | 6% |

Total Domain Weight = 45%

Domain II: Knowledge Competencies — 55%

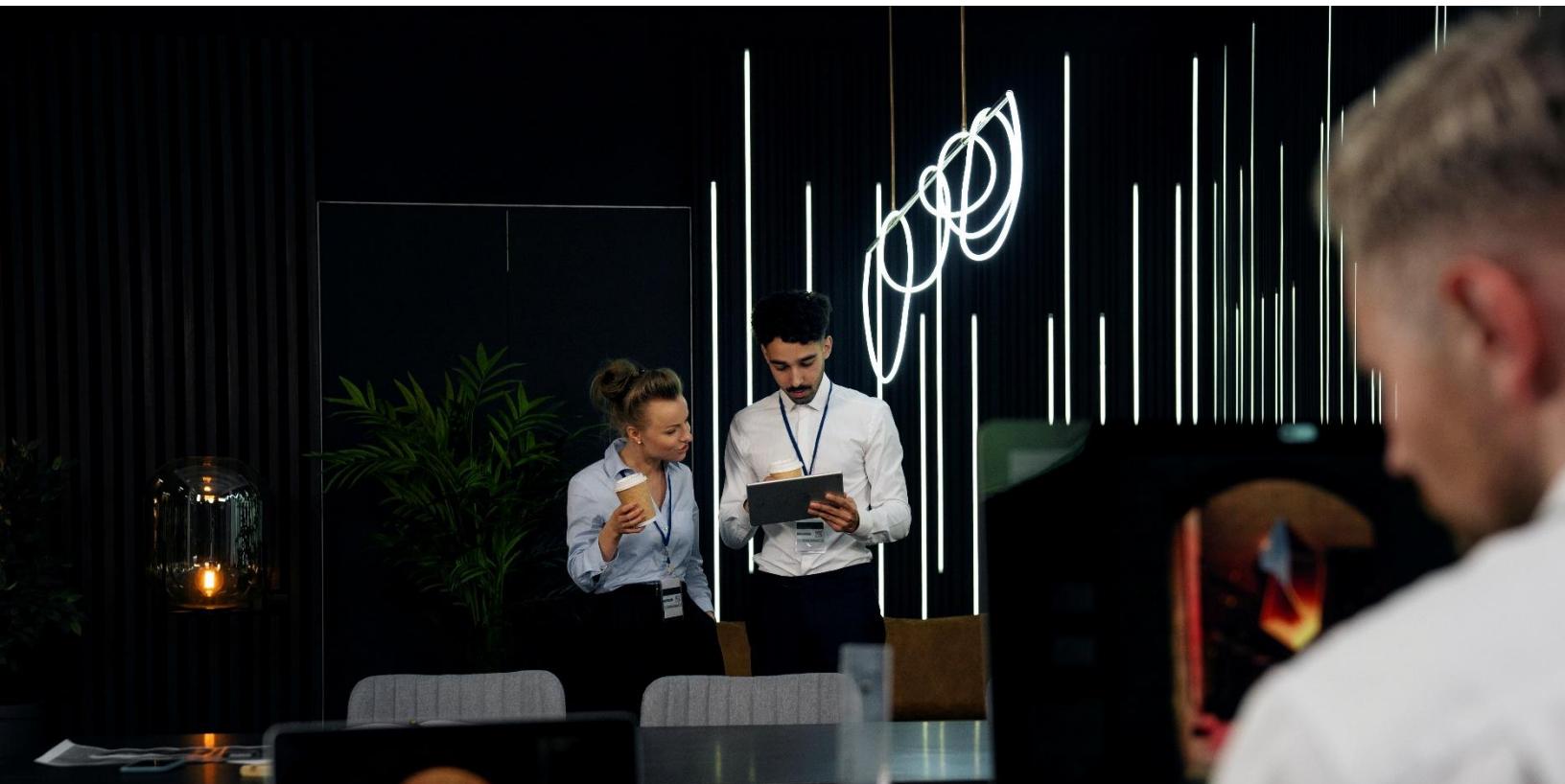
| Sub-Competency | Exam Weight |
|---|-------------|
| Growth & Expansion Strategy | 10% |
| Market & Competitive Analysis | 10% |
| Innovation in Business Development | 7% |
| Business Project Management | 8% |
| Pricing & Financial Models | 8% |
| Marketing & Sales Strategy Alignment | 8% |
| Legal & Compliance Foundations | 4% |

Total Domain Weight = 55%

Total Examination Weight = 100%

This distribution ensures a comprehensive evaluation of both the behavioral and technical requirements essential to Business Development excellence. Behavioral competencies reflect how professionals think, communicate, lead, and build relationships. Knowledge competencies reflect what professionals must understand, analyze, and execute to drive growth and expansion.

Together, these domains form the foundation of the BDA certification exams and represent the global competency standard for Business Development professionals.



3. Domains, Tasks, and Enablers

The following section defines the professional tasks expected from a Business Development practitioner and the associated enablers that illustrate the typical behaviors and actions required to perform these tasks effectively.

This structure mirrors global certification design standards, where:

- **Domain** = Major competency area
- **Task** = Critical responsibility performed by the BD professional
- **Enabler** = Observable actions, behaviors, or knowledge indicators that support the task

All exam questions in the **BDA-CP™** and **BDA-SCP™** exams map directly to these tasks and enablers.

DOMAIN I — Behavioral Competencies (45%)

| Sub-Competency | Exam Weight | Task | Enablers (Examples of Actions/Behaviors) |
|----------------------------|-------------|--|---|
| 1. Strategic Leadership | 7% | Demonstrate strategic leadership in BD initiatives | <ul style="list-style-type: none">• Align BD actions with organizational strategy• Lead cross-functional coordination• Resolve conflicts using situational leadership• Build trust with internal/external stakeholders |
| 2. Effective Communication | 8% | Communicate clearly and persuasively | <ul style="list-style-type: none">• Tailor communication to audience needs• Translate BD insights into clear recommendations• Facilitate meetings and discussions• Apply active listening practices |
| 3. Business Acumen | 6% | Apply business and commercial understanding | <ul style="list-style-type: none">• Interpret commercial and financial data• Assess market and revenue impact• Align BD decisions with value drivers• Anticipate market shifts |

| | | | |
|--|----|---|---|
| 4. Emotional Intelligence | 6% | Demonstrate emotional and interpersonal awareness | <ul style="list-style-type: none"> Identify emotional cues in BD interactions Adapt communication in stressful situations Manage personal emotions professionally Encourage collaborative team behavior |
| 5. Critical Thinking & Problem-Solving | 7% | Break down complex BD challenges | <ul style="list-style-type: none"> Analyze root causes Validate assumptions with evidence Evaluate solution alternatives Recommend improvements |
| 6. Consultative Mindset | 5% | Facilitate consultative BD engagement | <ul style="list-style-type: none"> Ask diagnostic questions Identify client needs Co-create solutions with stakeholders Provide value-centric guidance |
| 7. Negotiation & Relationship Management | 6% | Negotiate and build partnership relationships | <ul style="list-style-type: none"> Conduct structured value-based negotiations Handle objections professionally Build trust-based relationships Maintain ongoing partner governance |

DOMAIN II — Knowledge Competencies (55%)

| Sub-Competency | Exam Weight | Task | Enablers (Examples of Actions/Behaviors) |
|---------------------------------------|-------------|---|--|
| 1. Growth & Expansion Strategy | 10% | Develop growth strategies across markets | <ul style="list-style-type: none"> Identify new revenue pathways Assess market attractiveness Build GTM models Evaluate expansion channels |
| 2. Market & Competitive Analysis | 10% | Conduct structured market & competitor analysis | <ul style="list-style-type: none"> Perform market research Analyze customer needs Benchmark competitor offerings Use analytical frameworks |
| 3. Innovation in Business Development | 7% | Apply innovation to BD solutions | <ul style="list-style-type: none"> Develop differentiated value propositions |

| | | | |
|-----------------------------------|----|---|--|
| | | | <ul style="list-style-type: none"> • Use experimentation (MVPs, pilots) • Identify innovation opportunities • Integrate digital tools |
| 4. Business Project Management | 8% | Manage BD projects and initiatives | <ul style="list-style-type: none"> • Define scope and objectives • Coordinate stakeholders • Track deliverables • Use CRM and BD project tools |
| 5. Pricing & Financial Models | 8% | Apply pricing and commercial frameworks | <ul style="list-style-type: none"> • Build pricing strategies • Construct financial projections • Calculate ROI & margins • Support commercial decision-making |
| 6. Marketing & Sales Alignment | 8% | Align BD initiatives with marketing & sales | <ul style="list-style-type: none"> • Map BD actions to marketing campaigns • Define ICPs and messaging • Support lead conversion • Utilize digital outreach channels |
| 7. Legal & Compliance Foundations | 4% | Ensure legal and ethical BD practices | <ul style="list-style-type: none"> • Identify legal risks • Understand contract basics • Ensure compliance and ethics • Follow BD governance standards |

6. BDA Application & Payment

The BDA certification application process ensures that candidates who pursue the **BDA-CP™** and **BDA-SCP™** credentials meet the minimum professional and educational standards required for competent Business Development practice.

This section outlines the eligibility criteria, documentation guidelines, and associated fees for both certifications.

6.1 Eligibility Requirements

Eligibility requirements ensure fairness, consistency, and global alignment with BDA standards.

Candidates should meet both the experience and education criteria outlined below.

BDA-CP™ (Certified Professional) Requirements

A) Professional Experience

Candidates must demonstrate:

- **1 to 4 years** of professional experience in Business Development or related functions, such as:
 - ✓ Market research
 - ✓ Sales development
 - ✓ Partnerships
 - ✓ Account management
 - ✓ Commercial analysis
 - ✓ Product-led growth
 - ✓ Marketing-to-BD pipeline support

Experience should include involvement in at least **three (3)** of the following BD functional areas:

- Market analysis
- Opportunity identification
- Value proposition development
- Partnership engagement

- Revenue growth activities
- Client/segment development
- BD reporting and pipeline contribution

B) Education

One of the following:

- Bachelor's degree (any discipline)
- Diploma with 3+ years general work experience
- Equivalent recognized international qualification

BDA-SCP™ (Senior Certified Professional) Requirements

A) Senior BD Experience

Candidates should demonstrate:

- **+5 years'** experience in mid-senior BD roles
- Experience leading or managing BD initiatives at the strategic level
- Evidence of involvement in:
 - ✓ GTM strategy design
 - ✓ Market expansion
 - ✓ Strategic partnerships
 - ✓ Revenue growth programs
 - ✓ BD leadership or team mentoring
 - ✓ Cross-functional BD projects

B) Education

- Bachelor's degree (minimum)
- Master's degree is recommended but not required

C) Leadership Evidence

Candidates should demonstrate at least **two (2)** of the following:

- Leading a BD team or function
- Managing a BD pipeline or key accounts

- Developing BD frameworks or processes
- Driving organizational growth initiatives
- Leading cross-functional commercial projects

6.2 How to Record BD Experience & Education

To ensure transparent and consistent evaluation, candidates must record their experience following these guidelines.

This structure follows the global certification practice used by bodies such as PMI (PMP ECO guidance) while being tailored to BD-specific roles.

A) How to Record Your BD Experience

Candidates must document their BD experience by including:

1. Role Details

- Job title
- Organization
- Employment dates
- Reporting line (optional)

2. BD Responsibilities

Clearly list activities performed under the BD function, such as:

- Conducting market research
- Identifying and qualifying opportunities
- Managing partnerships
- Supporting growth initiatives
- Leading BD meetings or negotiations
- Executing BD campaigns or outreach
- Building commercial proposals

3. BD Competency Mapping

Candidates should match their experience to BDA ECO Domains, specifying which tasks they performed:

- Behavioral competencies
- Knowledge competencies

4. Impact & Outcomes

Provide 2–5 measurable results, such as:

- Increased pipeline
- Secured partnerships
- Improved market presence
- Generated revenue opportunities
- Built new BD processes

5. Verification

Applicants may be asked to provide:

- Reference contact
- Supporting evidence of projects
- Documents from employer if needed

B) How to Record Your Education

Candidates must upload one of the following:

- Degree certificate
- Transcript
- Diploma
- Recognized equivalent qualification

Documentation must be in English or include a certified translation.

6.3 Certification Fees

The following fees apply to all candidates seeking BDA certifications. Membership discounts may apply where relevant.

| Certification | Fee (EUR) |
|---------------|----------------|
| BDA-CP™ | 345 EUR |
| BDA-SCP™ | 395 EUR |

Important Notes:

- Fees are non-refundable once the exam is scheduled.
- Candidates may reschedule their exam according to BDA scheduling policy.
- Payment is processed through the BDA Portal.



7. Examination Information

The BDA certification examinations are designed to evaluate a candidate's proficiency in the behavioral and knowledge competencies defined in the BDA Examination Content Outline. Each exam is developed using global credentialing and validation standards, ensuring fairness, reliability, and alignment with real-world Business Development practice.

The information below applies to both **BDA-CP™** and **BDA-SCP™**, with variation only in complexity and question depth.

7.1 Exam Format

The BDA examination uses a **computer-based testing format** delivered through the BDA Secure Exam System.

The format includes:

- **Multiple-Choice Questions (MCQ)**

Single best answer.

- **Scenario-Based Questions**

Candidates evaluate BD situations and select the most effective response.

- **Case-Based Questions**

A multi-part question referencing a BD scenario, market challenge, or strategic opportunity.

- **Independent Analytical Questions**

Short questions assessing application of concepts such as market analysis, pricing, or problem solving.

Other Format Properties

- Timed exam with visible countdown timer

- One question displayed at a time
- Ability to flag and review questions
- Automated submission once time expires

7.2 Number of Questions

Each BDA examination includes:

Total Questions: 120

Scored Questions: 120

Exam Duration: 240 minutes

Language: English or Arabic

Additional languages may be introduced in future versions.

7.3 Scoring Model

BDA uses a scaled scoring model aligned with international certification bodies to ensure fairness across different exam versions.

Key Characteristics of the Scoring Model:

1. Scaled Score System

Raw scores are converted into a scaled score to standardize difficulty across exam forms.

2. Psychometric Validation

Each question is evaluated based on:

- Difficulty
- Discrimination index
- Performance consistency

Ensuring no candidate is disadvantaged due to question variation.

3. Passing Score

The passing threshold is determined using:

- Global standard-setting methodologies
- Psychometric analysis
- Borderline performance evaluation

BDA does **not** publish a fixed passing percentage to protect exam integrity.

7.4 Retaking the Exam

Candidates who do not pass on the first attempt may retake the exam according to BDA policy.

Retake Rules:

- **Maximum Attempts:**

Up to **unlimited** attempts from the date of application approval.

- **Retake Fee:**

The Same Fees for Every Certification per retake attempt.

- **Waiting Period:**

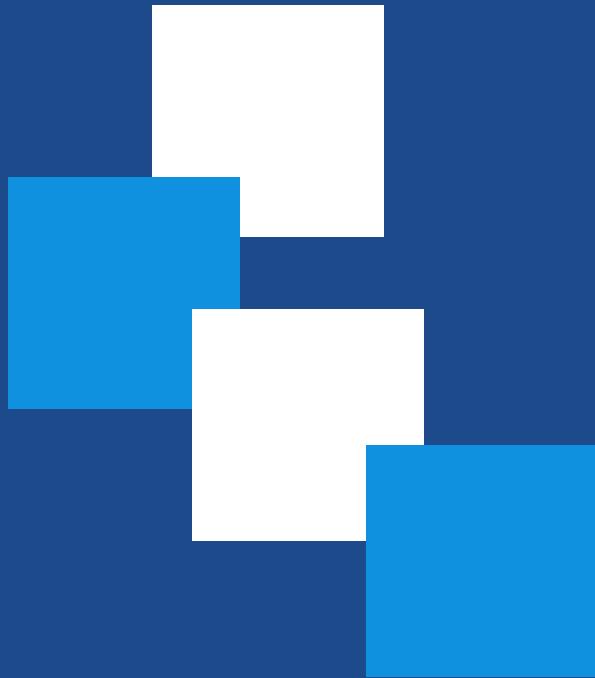
A minimum of **10 days** between attempts to allow candidates time to study and prepare.

- **Retake Eligibility:**

Only candidates with an active, valid application status can retake the exam.

- **Rescheduling Policy:**

Exams may be rescheduled according to BDA's scheduling policy within the portal. Late reschedule fees may apply if within 48 hours of the exam time.



Shaping the Future of Business Development Worldwide