



BUSINESS
DEVELOPMENT ASSOCIATION

A group of five business professionals (three men and two women) are standing on a modern, dark-colored staircase. They are all dressed in business attire. The man on the far left is holding a clipboard. The woman in the center is holding a blue folder. The man on the far right is holding a smartphone. The background shows a bright, modern building with large windows.

BDA CERTIFICATION HANDBOOK

bda-global.org/certifications

BDA-CP™
BDA-SCP™

BDA CERTIFICATION HANDBOOK

1. The Journey Toward Business Development Excellence Begins

The Business Development Association (BDA) invites you to embark on a professional journey of growth, leadership, and strategic impact through its globally recognized certifications:

- **BDA Certified Professional (BDA-CP)**
- **BDA Senior Certified Professional (BDA-SCP)**

These certifications are designed to validate your knowledge and behavior in the field of business development, based on the **BDA BoCK™** – the Business Development Body of Competency & Knowledge. Becoming BDA certified positions you among the elite professionals shaping the future of growth and innovation across industries.

2. How to Use This Handbook

This handbook is your official resource for understanding and navigating the certification journey with BDA. It outlines key policies, timelines, and expectations. It is structured into clear sections covering:

- Eligibility criteria
- Application and scheduling
- Exam information
- Certification maintenance and renewal
- Code of conduct and compliance policies

Use this guide to plan, prepare, and proceed confidently toward earning your certification.

3. Equal Opportunity and Inclusion Statement

BDA is committed to creating an inclusive and equitable global ecosystem of business development professionals. Our certification program welcomes individuals regardless of age, gender, background, race, religion, or ability. All candidates are evaluated solely on their competencies and professionalism, in alignment with the standards set in the BDA BoCK™.

4. About BDA Certification

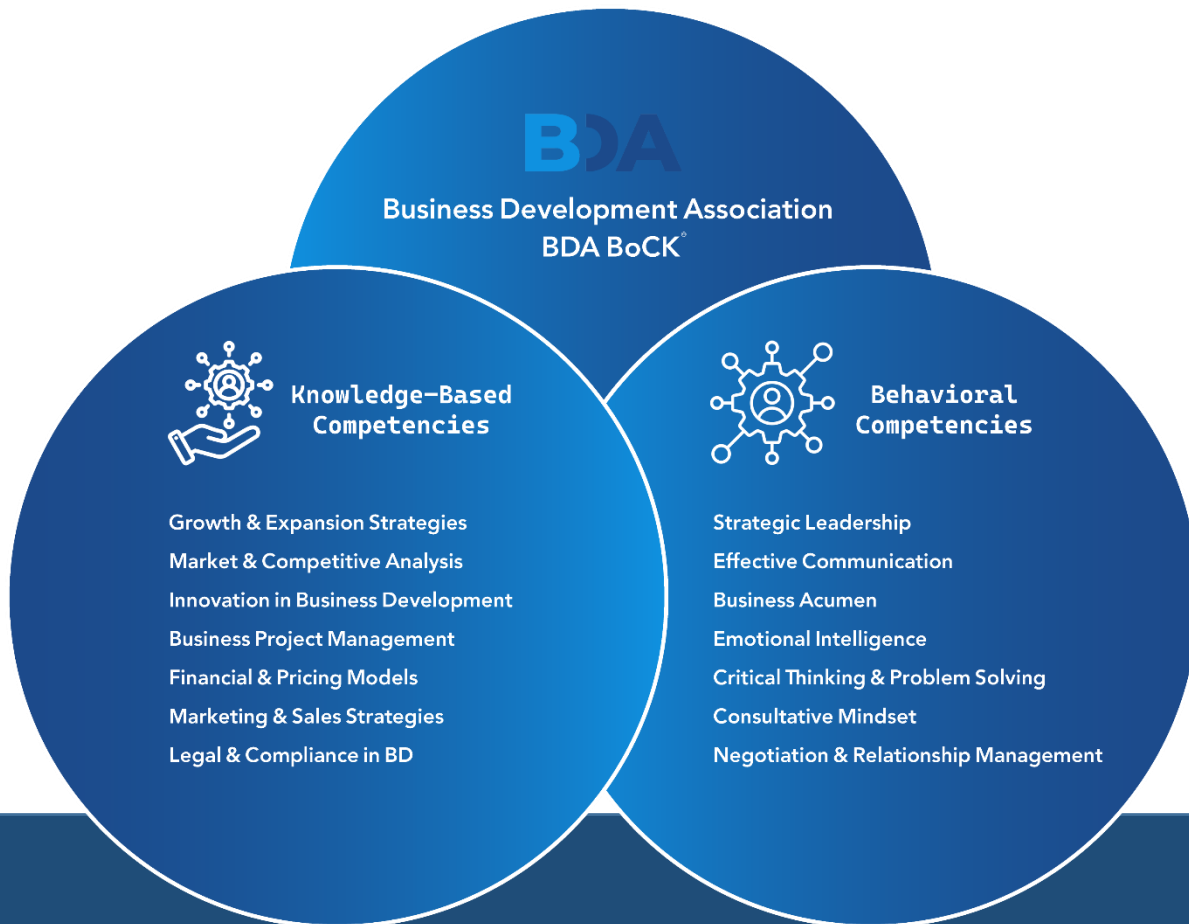
BDA certifications are competency-based and benchmarked against global best practices. The BDA-CP and BDA-SCP credentials are aligned with the two primary domains of the BDA BoCK™:

- **Knowledge-Based Competencies**
- **Behavioral Competencies**

These certifications are developed to support professionals at different career stages:

- **BDA-CP:** For professionals with 1–4 years of experience
- **BDA-SCP:** For senior professionals with 5+ years in strategic or leadership roles

BDA Body of Competency & Knowledge™



To download a copy of the BDA BoCK™, Visit
<https://bda-global.org/en/bda-bock/>



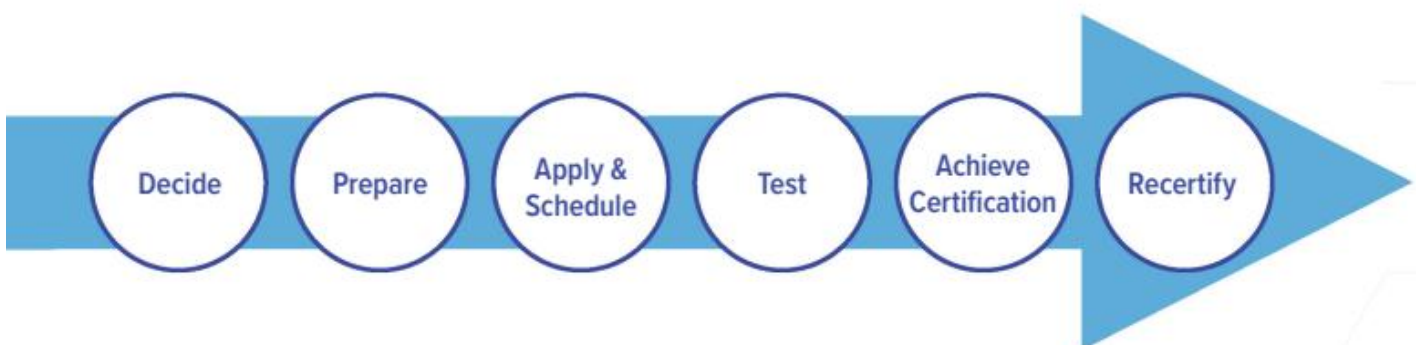
5. The BDA Certification Process

The certification process follows these five key steps:

1. Select the appropriate certification level
2. Submit your online application
3. Schedule your exam (remotely proctored)
4. Take the exam (3 hours, 120 multiple-choice questions)
5. Receive your result and start your 3-year certification cycle



You may recertify by earning PDCs or retaking the exam. More details will be provided in later sections of this handbook.



DECIDE TO CERTIFY

1. Eligibility Criteria for BDA Certification

BDA offers two levels of professional certification:

- **BDA Certified Professional (BDA-CP)**
- **BDA Senior Certified Professional (BDA-SCP)**



To be eligible to apply for either certification, candidates must demonstrate professional experience aligned with business development roles and responsibilities.

Certification Level	Minimum Experience Required	Recommended Background
BDA-CP	1 to 4 years in BD-related roles	Bachelor's degree (optional)
BDA-SCP	5+ years in senior BD or leadership roles	Managerial/strategic experience

★ *No formal education or training course is required to apply, but taking an accredited preparatory course is strongly encouraged.*

1. BDA Certified Professional (BDA-CP)

This certification is designed for early-career professionals who are actively working in or transitioning into business development functions. It validates your ability to apply foundational BD knowledge and behavioral competencies to contribute effectively to your organization's growth.

Key Focus Areas:

- Growth strategy execution
- Cross-functional collaboration
- Market and client opportunity identification
- Communication and influence

2. BDA Senior Certified Professional (BDA-SCP)

This certification targets experienced business development leaders. It validates advanced competencies in strategic decision-making, organizational growth leadership, and complex BD project execution.

Key Focus Areas:

- Strategic growth leadership
- Advanced market and financial modeling
- Partner ecosystem development

4. Selecting the Right Certification

Choosing between the BDA-CP and BDA-SCP depends on your career stage, job responsibilities, and strategic exposure. If you are:

- **Managing accounts, leads, or projects** → consider **BDA-CP**
- **Leading BD strategy or managing BD teams** → consider **BDA-SCP**

If uncertain, BDA partners or advisors can help assess your profile prior to applying.

5. Testing Schedule

Exams are available **on a rolling basis throughout the year**. Candidates can register anytime and schedule their online, proctored exam based on personal convenience.

- Exam Duration: 3 hours
- Format: 120 multiple-choice questions
- Language Options: English or Arabic
- Exam Platform: Secure online proctoring

You will receive scheduling instructions after your application is approved.

6. Exam Fees

Certification Level	Exam Fee	Retake Fee	Recertification Fee (3 Years)
BDA-CP	€345	€345	€145
BDA-SCP	€395	€395	€195

All fees are payable online once the application is approved.

7. Payment Methods

BDA accepts the following secure payment options:

- Credit/Debit Cards (Visa, Mastercard)
- PayPal
- Bank Transfer (upon request with invoice)

Once payment is processed, you will receive confirmation and access to schedule your exam.



APPLY FOR AND SCHEDULE THE EXAM

1. Application Process

To apply for either the BDA-CP or BDA-SCP certification, candidates must:

- Complete the official online application via the BDA website.
- Provide accurate details about their professional background.
- Select their preferred exam language (English or Arabic).
- Accept BDA's official policies and terms.

Applications are reviewed by the certification team within 5–7 business days. Candidates are notified by email regarding approval or the need for additional documents.

2. Policies and Agreements

All applicants must agree to the following policies before proceeding:

- **Code of Conduct:** Maintain integrity, confidentiality, and ethical behavior during the certification process.

- **Exam Security Policy:** Unauthorized sharing or reproduction of exam content is strictly prohibited.
- **Academic Integrity:** Any violation may result in disqualification, cancellation of certification, or legal action.

These agreements are mandatory and binding throughout the certification lifecycle.

3. Candidate Agreement

Once accepted, candidates must electronically sign the BDA Certification Agreement, which includes:

- A declaration that all submitted information is accurate.
- A commitment not to disclose or share exam content.
- Acceptance that BDA has the right to revoke the certification if any breach is discovered.
- Agreement to comply with any future policy updates issued by BDA.

4. Eligibility Verification

In some cases, BDA may request supporting documents to verify eligibility, including:

- A letter of experience signed by a current or former employer.
- A current, detailed résumé highlighting BD-related roles.
- Updated LinkedIn profile (optional).

If requirements are not met, the application may be denied with an official explanation.

5. Application Denials

Applications may be denied for the following reasons:

- Failure to meet the minimum professional experience criteria (BDA-CP: 1–4 years, BDA-SCP: 5+ years).
- Submission of false or misleading information.
- Failure to provide required documentation within the designated timeframe.

A formal email will be sent with the reason for denial.

6. Application Appeals

Candidates may appeal a denied application within 10 days by submitting:

- A written explanation outlining the reason for appeal.
- Any new or clarifying documentation to support the appeal.

A separate review committee will evaluate the appeal and provide a final decision within 10 business days.

7. Scheduling Exam Appointments

Upon approval and fee payment, candidates receive a secure link to schedule their exam:

- Exams are available year-round through the BDA-approved online platform.
- Candidates may select their preferred date and time.
- A stable internet connection and functioning webcam are required for remote proctoring.

8. Name Change and Profile Updates

If a name correction or update is needed (e.g., due to marriage or clerical error), candidates must:

- Submit official documentation supporting the name change.
- Complete the profile update form.
- Submit the request at least 5 business days before the scheduled exam.

9. Exam Level Changes

If a candidate wishes to switch between BDA-CP and BDA-SCP after applying:

- A formal request must be submitted before scheduling the exam.
- A re-evaluation of eligibility will be required.
- Any difference in exam fees must be paid.

Level changes are not permitted after the exam appointment is confirmed, unless in exceptional cases.

10. Rescheduling Exam Appointments

Candidates may reschedule once free of charge if done at least 72 hours in advance.

- Additional reschedules incur a fee of €50.
- Changes within 24 hours of the exam are not permitted unless due to emergency.

11. Exam Appointment Cancellations

- Cancellations made at least 5 days prior to the exam may be eligible for a 70% refund.
- No refunds for cancellations within 48 hours of the exam.
- No cancellations allowed on the day of the exam unless supported by an emergency claim.

12. Medical or Personal Emergencies

If a candidate faces an unexpected health or personal emergency:

- They must submit an official report (medical, legal, or employer letter).
- BDA will review the request within 3 business days.
- Emergency accommodations may include free rescheduling.

13. No-Shows

Candidates who fail to attend their scheduled exam without notice are considered “no-shows.”

- Their exam session is forfeited.
- No fees will be refunded.
- Reapplication and full repayment are required to attempt the exam again.

14. Refunds

Refunds are granted only in line with BDA’s cancellation policy:

- Approved refunds are processed within 14 business days.
- A €50 administrative fee will be deducted from the total amount.

