

GovCon BD Upskilling Program

Curriculum Overview

Program Structure & Domain Blueprint

Reference | Version 1.0

30-DAY FOUNDATION PROGRAM

Employer-Sponsored Training for GovCon Business Development

GovConGiants

Professional Training for Government Contractors

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Program Structure

Price	\$3,999 per employee
Tools	FREE public tools only (SAM.gov Contract Data, DSBS, SAM.gov, USAspending)
Tax Benefit	IRS Section 127 eligible (\$5,250/year tax-free)

Domain Blueprint (JTA-Validated)

All curriculum content maps to these six weighted domains. Weights derived from Job Task Analysis of 45+ job postings across BD Manager, Capture Manager, and Market Research Analyst roles.

D1 Market & Buyer Intel	23%	Understanding the federal market, agency research, spending patterns	High frequency across ALL roles
D2 Customer Engagement	20%	Finding opportunities, customer interactions, relationship building	Critical for BD/Capture
D3 BD & Capture	22%	Core BD/capture processes, teaming, competitive positioning	Core for Capture Manager
D4 Proposal Support	13%	Supporting proposals, compliance, win themes	Support function
D5 Compliance & Risk	12%	FAR basics, certifications, compliance requirements	FAR knowledge critical
D6 Execution & Metrics	10%	Working with BD teams, tracking, reporting	Reporting/metrics focus

Total: 100% | Benchmark Alignment: NCMA CMBOK, PMI CAPM

Three Program Levels

Level 1: 30-Day Foundation Certificate

Audience	Non-sales staff new to growth support
Duration	4 weeks
Modules	8 (2 per week)
Time Commitment	2-3 hours/week + exercises
Delivery	Weekly live instructor-led sessions
Completion	Attend all sessions + complete all exercises
Artifact	Opportunity Observation Log

Level 2: 60-Day Practitioner Certificate

Audience	Staff supporting account growth and capture
Duration	8 weeks
Modules	8 additional (16 total with Foundation)
Time Commitment	3-4 hours/week + team exercises
Completion	Attend all sessions + complete exercises + 2 artifacts
Artifacts	Account Support Plan + Customer Conversation Brief

Level 3: 90-Day Professional Certificate

Audience	Cross-functional leaders in pipeline/capture
Duration	12 weeks
Modules	4 additional (20 total)
Time Commitment	4-5 hours/week + field application
Completion	Attend all sessions + complete exercises + capstone
Artifact	Live or simulated capture support package

30-Day Foundation Curriculum

Week 1: GovCon Market and Buyer Intelligence (D1 - 23%)

1.1	GovCon Market Overview	Federal market landscape, agency structure, budget cycles, role of small business, fiscal year dynamics	USAspending	Market overview worksheet
1.2	Buyer Intelligence Basics	Agency spending research,	SAM.gov Contract Data, USAspending	Agency research report

		SAM.gov Contract Data navigation, identifying buyers, spending patterns by NAICS		
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Week 2: Customer Engagement and Opportunity Discovery (D2 - 20%)

2.1	Opportunity Discovery	SAM.gov navigation, opportunity types (RFP/RFQ/RFI), qualification criteria, Sources Sought	SAM.gov	Opportunity log (10 opps)
2.2	Customer Engagement Fundamentals	OSDBU outreach, industry days, capability briefings, relationship building	Agency websites	Outreach plan

Week 3: BD and Capture Fundamentals (D3 - 22%)

3.1	BD Process Fundamentals	BD lifecycle, pipeline stages, teaming basics, partner identification	DSBS	BD process map

3.2	Competitive Positioning	Differentiators, incumbent analysis, win themes, ghosting basics	SAM.gov Contract Data	Competitive brief
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Week 4: Proposal Support and Contracting Readiness (D4-D6)

4.1	Proposal Support Basics	Compliance matrix, evaluation factors, supporting the proposal team	SAM.gov	Sample compliance matrix
4.2	Contracting Readiness	Certifications overview, FAR basics, internal hand-offs, working with BD	SBA, SAM.gov	Readiness checklist

Program Completion

- **Required:** All module exercises completed
- **Artifact:** Opportunity Observation Log submitted
- **Attendance:** All live sessions (or catch-up within 48 hours)

Module Format Standard

Each module must include:

1. Header

- Module number and title

- Domain mapping (D1-D6)
- Time estimate
- Free tools used

2. Learning Objectives

- 3-5 measurable outcomes
- Verb + observable action + context

3. Required Reading/Viewing

- Links to free public resources
- Official government sites preferred

4. Lesson Content

- Core concepts with examples
- Screenshots/walkthroughs of free tools
- Real-world GovCon scenarios

5. Applied Exercise

- Hands-on activity using free tools
- Role-play or case study
- Connection to workplace application

6. Work Artifact Template

- Fillable template for deliverable
- Clear instructions

7. Knowledge Check (Self-Assessment)

- 5-10 questions for learning reinforcement
- Mix of scenario and recall
- Immediate feedback (not graded)

8. Manager Discussion Prompts

- 2-3 questions for manager check-in
- Application to current work
- Career development connection

9. Completion Criteria

- What must be done to complete module
- Time expectations
- Submission requirements

Completion Model

Upskilling Program

This is an upskilling program, not a certification exam.

Certificate of Completion Requirements

- **Attendance:** All live sessions (or catch-up recordings within 48 hours)
- **Exercises:** All module exercises completed
- **Artifacts:** Required deliverables submitted
- **Participation:** Active engagement in discussions

Knowledge Checks

- Included for **learning reinforcement**, not grading
- Self-assessment to confirm understanding
- Instructor reviews for coaching, not scoring

Why Completion-Based

- Learners are already employed and staying in their roles
- Goal is skill acquisition, not job qualification
- Employers value engagement and completion over test scores

Materials Package

■ Candidate Materials

- **Candidate Handbook:** Program overview, domain weights, schedule, rules
- **Learner Workbook:** Fillable worksheets and templates
- **Action Plan Journal:** 5-phase reference guide (provided PDF)

■ Instructor Materials

- **Facilitator Guide:** Session agendas, timing, discussion prompts

■ Employer Materials

- **Manager Pack:** Support guide, checkpoint forms, ROI tracking
- **IRS Section 127 Guide:** Tax benefit documentation

Free Public Tools Reference

SAM.gov	sam.gov	Opportunity search, entity registration
SAM.gov Contract Data	sam.gov/content/contract-data	Historical awards, agency spending
DSBS	dsbs.sba.gov	Small business contractor search
USAspending	usaspending.gov	Federal spending data
Apex Locator	apexaccelerators.us	Local procurement assistance
SBA	sba.gov	Certifications, resources

Build Priority

1. **30-Day Foundation (MVP)** - Build first
2. **60-Day Practitioner** - Build after Foundation validated
3. **90-Day Professional** - Build after Practitioner validated