



APMP Practitioner Orientation

Lesson 1: Overview Of The New APMP Practitioner Certification Exam

Practitioner Certification

- Practitioner Certification is for experienced proposal professionals. It validates real-world mastery of industry best practices and the ability to lead others in their use.
- To achieve Practitioner Certification, you must:
 - ✓ Be a member of APMP
 - ✓ Have achieved Foundation Certification
 - ✓ Have at least 3 years of experience in a bid/proposal environment

Practitioner Certification

- The APMP Practitioner Objective Test Exam assesses the knowledge and skills that demonstrate proficiency in proposal and bid management based on the APMP Competency Framework and Syllabus.
- It is a challenging exam that tests participants' knowledge based on:
 - ✓ A provided scenario
 - ✓ Experience with the APMP approach as supported by the information contained in the APMP Body of Knowledge (BoK)

Practitioner Certification

- Whereas the questions in the APMP Foundation Exam are scenario-independent and multiple choice, the questions in the APMP Practitioner OTE require you to provide answers related to the scenario provided.
- The questions in the APMP Practitioner OTE are more challenging because they are designed for professionals with at least 3 years of industry experience in bidding and proposals.
- The correct answers for the exam are supported by the information contained in the APMP Body of Knowledge - the official reference guide for all APMP certification exams.

About objective test examinations

Objective test exams are different to multiple choice exams

- Multiple choice exams test your ability to know and understand facts.
- Objective test exams are different in style.
- In an objective test examination, the questions test your ability to apply your knowledge of APMP best practices at two recognized learning levels:
 - ✓ Learning Level 3: Application of best practices for a given situation within a scenario.
 - ✓ Learning Level 4: Separation of a complex idea into its constituent parts and an understanding of organization and relationship between the parts. This includes realizing the distinction between hypothesis and fact as well as between relevant and extraneous variables.

Bloom's Taxonomy of Educational Objectives

- The learning levels are defined in Bloom's taxonomy of educational objectives (1956)
- Bloom's Taxonomy of Educational Objectives is one of the most widely used ways of organizing levels of expertise.
- Bloom's Taxonomy uses a multi-tiered scale to express the level of expertise required to achieve each measurable student outcome.
- There are three taxonomies:
 - ✓ Knowledge-based goals
 - ✓ Skills-based goals
 - ✓ Affective goals
- Within each taxonomy, levels of expertise are listed in order of increasing complexity.
- The APMP Practitioner objective test exam uses Bloom's taxonomy of educational objectives for knowledge-based goals.

Question styles used in the examination

In this examination, four question types are used, namely:

- **Classic** – Similar to a standard multiple-choice exam, you are asked to choose one answer from a list of possible answers. There are usually four options, but sometimes there are only three.
- **Matching** – You are asked to link items on one list to items in a second list.
- **Multiple Response** – You are asked to choose two correct answers from a list of possible answers. The list contains five options, with two of those options being correct.
- **Assertion Reason** – You are asked to evaluate two statements (an assertion and a reason), to determine if either, both or neither is true and, if both are true, whether the reason explains why the assertion is true.

Structure of the paper

The exam consists of three parts.

1. The Scenario part
2. The Questions part
3. The Answer part

Structure of the paper

- The Scenario part contains one scenario, providing a description of the customer and the business rationale for the opportunity; the objectives of the opportunity; the bidding organizations and their history with the customer; as well as how they intend to position themselves for the opportunity.
- The Questions part contains six questions, each covering a different syllabus area, which will be clearly identified at the beginning of each question. Each of the six questions contains a number of part questions e.g. A, B or C.
 - ✓ Each of the 'part-questions' will identify the portion of the examination points allocated to it.
 - ✓ Each part question may have 3, 4, 5 or 6 question lines.
 - ✓ Each question line within the part question attracts 1 mark, giving a total of 80 marks.

Structure of the paper

- The Answer part contains the answer pages on which the answers must be given.
 - ✓ There is one answer page for each question (1 to 6).
 - ✓ Usually, there will only ever be one answer to each question.
 - ✓ However, for multiple response questions two answers are required (this will be clearly stated within the question).

Important note: Whether you are taking the examination online or on paper, it is possible to provide more than one answer to a question. If more than one answer is given, but not required by the question, the response line will be void. If only one answer is given where more than one answer is required, the response line will also be void.