



**Recognition of Acquired Competencies
(RAC)**

for

**Applied Business Development
(ABD)**

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Recognition of Acquired Competencies

1) *What is RAC?*

- RAC Services will provide you with an opportunity to receive academic credits for skills and knowledge gained through training, life or workplace experience. (www.champlainrac.com)

2) *What does RAC provide?*

- Successful completion of RAC ABD will provide you with an *Attestation d'Études Collégiales (AEC)* - recognized by the Ministère de l'Éducation, du Loisir et du Sport

3) *How will RAC help me?*

- RAC helps you avoid repeating courses and skills that you already know.
- RAC provides formal recognition of your competencies.
- RAC improves your employability and income.

4) *The AEC in Applied Business Development (ABD) - Is it for me?*

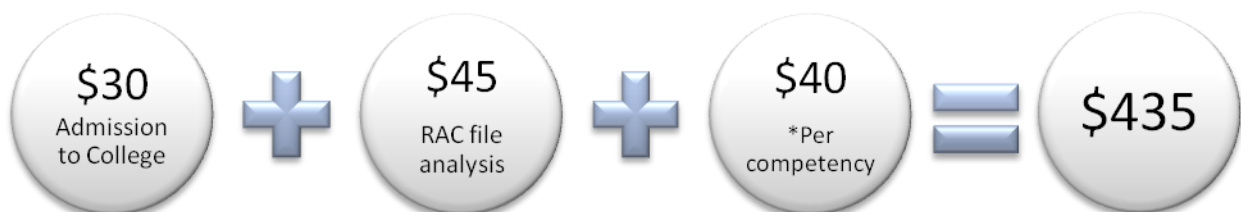
- It is for small and medium business owners who have been running their business for several years.
- It is for people who have been managing a business for several years.
- It is for immigrants who have significant experience running or managing a business in another country.

5) *How long does it take?*

There are two options:

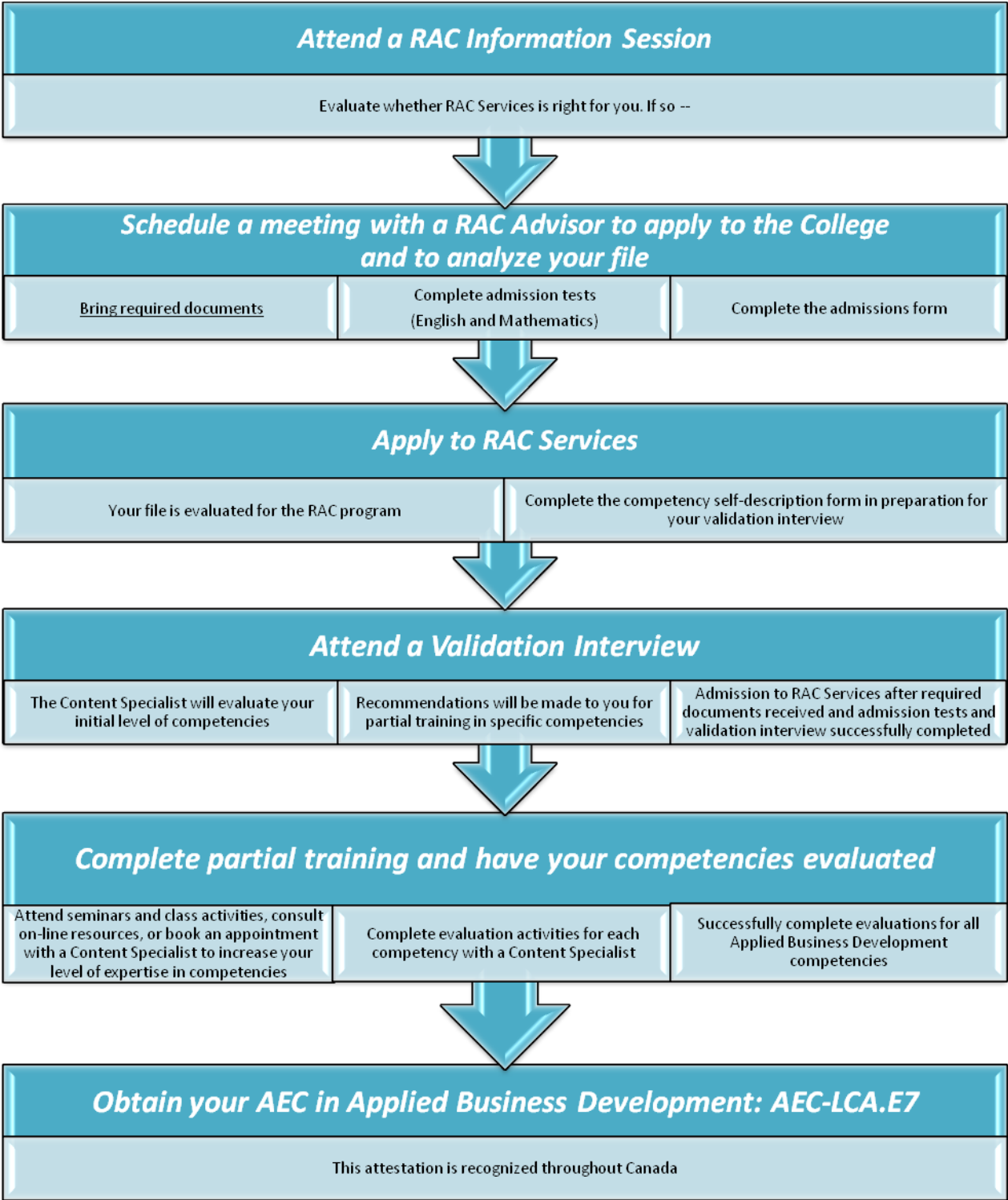
- Option 1 (generally for immigrants): The duration is approximately 20 weeks. Seminars, activities and French and English language courses occur during the day (9 a.m. to 4 p.m.). People choosing this option volunteer for or work in a business during the process.
- Option 2: The duration may vary from 2 months to 1 year depending on the individual. Seminars and activities occur during the evening and weekends. Option 2 is primarily for those who are working.

6) *How much does it cost?*



Note: *Up to a maximum of \$360 (9 competencies x \$40)

Steps to Complete Your AEC in Applied Business Development through RAC





What Are the Competencies You Need to Demonstrate for ABD?

Group 1: Sales and Marketing Competencies – 4 Competencies

- BJ3C Produce a business model and strategy to go from new idea to successful execution.
- BJ4C Identify market demand and create integrated marketing strategies to establish a brand.
- BJ5C Produce a sales strategy in order to sell a product solution.
- BJ6C Promote the organization's activities through the use of social media and other networking technologies.

Group 2: Management Competencies – 5 Competencies

- BJ7C Identify practical solutions to common legal situations and challenges faced by a business.
- BJ8C Make business decisions using basic accounting and financial concepts.
- BJ9C Develop and manage a plan for human resources.
- BJ0D Implement systems and processes which contribute to operational efficiency and success.
- BJ1D Manage business growth and plan for successful succession/exit.

You may demonstrate that you possess each of the above competencies through one of the following:

- A. Work samples: by presenting samples of previous work you've completed
- B. Case study: by completing a case study
- C. Project: by completing a project related to your current place of employment

***NOTE:** Please note that you may use various means to demonstrate the competencies. (Ex: you may provide work samples for BJ3C, BJ4C, BJ5C, and BJ6C; complete a case study for BJ9C and BJ0D, and conduct a project for BJ7C, BJ8C, and BJ1D).