

CONTINUING EDUCATION - FORMATION CONTINUE

# Recognition of Acquired Competencies (RAC)

for

# **Applied Business Development**(ABD)

#### **Contact Information:**

Julie-Eve O'Meara Pedagogical Advisor, RAC Services 450-672-7360, ext. 435 jeomeara@champlaincollege.qc.ca



## 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

## Attend a RAC Information Session Evaluate whether RAC Services is right for you. If so --Schedule a meeting with a RAC Advisor to apply to the College and to analyze your file Complete admission tests Bring required documents Complete the admissions form (English and Mathematics) Apply to RAC Services Complete the competency self-description form in preparation for Your file is evaluated for the RAC program your validation interview Attend a Validation Interview Admission to RAC Services after required The Content Specialist will evaluate your Recommendations will be made to you for documents received and admission tests and initial level of competencies partial training in specific competencies validation interview successfully completed Complete partial training and have your competencies evaluated Attend seminars and class activities, consult Successfully complete evaluations for all on-line resources, or book an appointment Complete evaluation activities for each Applied Business Development with a Content Specialist to increase your competency with a Content Specialist competencies level of expertise in competencies

# Obtain your AEC in Applied Business Development: AEC-LCA.E7

This attestation is recognized throughout Canada



## What Are the Competencies You Need to Demonstrate for ABD?

### <u>Group 1: Sales and Marketing Competencies – 4 Competencies</u>

BJ3C	Produce a	business model	anc	l strategy to go	from nev	v idea i	to successfu	l execution.
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- 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.

#### <u>Group 2: Management Competencies – 5 Competencies</u>

BJ/C	Identify practical solutions	to common legal situations and	d 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).