



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Affärsinriktad konceptutvecklare

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Business-Oriented Concept Developer

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Specialised knowledge of theoretical and practical business acumen, project management and concept development.
- Specialised knowledge of theoretical and practical marketing, marketing channels and market communication.
- Knowledge and overview of related professional and competence areas such as finance, legislation and regulations.
- Knowledge of work processes and quality criteria in theoretical and practical leadership and in the professional role.
- Skills in planning, performing and identifying resources to perform specialised tasks in business acumen, concept development, marketing, marketing channels and market communication.
- Skills in planning, performing and identifying resources to perform specialised tasks in project management.
- Skills in communicating undertakings and solutions regarding business communication in both Swedish and another language.
- Skills in solving complex problems in marketing, project management, leadership and concept development.
- Skills in communicating undertakings and solutions regarding marketing work in both Swedish and another language.
- Competence to independently handle theoretical and practical business acumen, marketing, concept development, market communication, project management and leadership in a way that leads to learning and professional development.
- Competence to monitor project work and marketing work and to complete assigned projects.
- Competence to monitor marketing work and present a completed project both verbally and in writing.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Business Developer companies and organisations, Concept Developer companies and organisations, Product Manager, marketing, Project Manager marketing department in company or organisation, Marketing Coordinator, company, media and Production Manager, film, media and events

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks
Further information		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se		

(*) Explanatory note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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