



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Affärsutvecklare Digital Handel - Logistik

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Business developer with focus on e-commerce - LOGISTICS

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the e-commerce industry's actors, professional roles and business models.
- Knowledge of industry-specific concepts and terms in digital commerce.
- Knowledge of business management and accounting.
- Knowledge of the legal system and laws governing e-commerce.
- Knowledge of business acumen: business ethics, development, negotiation and entrepreneurship, communication.
- Knowledge of methods, models and tools for strategic customer work, sales, business intelligence and digital marketing.
- Knowledge of project planning, control and processes, group processes, teamwork and industry-specific project models.
- Skills in interpreting financial reports and key figures, as well as proposing different action options and scrutinising and performing simple profitability calculations.
- Skills in interpreting commercial law documents and agreements and identifying legal problems in digital commerce.
- Skills in identifying, formulating and presenting sustainable business solutions in digital commerce.
- Skills in analysing and proposing logistical solutions in digital commerce.
- Skills in planning, implementing, evaluating and documenting digital sales projects in Swedish and English.
- Skills in analysing customer groups and implementing customer strategies.
- Competence to work independently and in teams in the areas of business development and sales.
- Competence to develop activities in digital commerce with the aid of customer strategies.
- Competence to be responsible for e-commerce projects involving marketing and sales activities in digital channels.
- Competence to evaluate potential key customers and develop trusting relationships with them based on customer benefit and profitability for both the customer and their own company.
- Competence to act as a salesperson and as a client of consultancy services and technical systems in digital commerce.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Business Developer, Marketing Coordinator in digital channels, Content Producer, Digital Project Manager/Production Manager, Category Manager/Product Administrator and Online Marketing Manager

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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