



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Butiksledning

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Retail Management

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of laws and rules regarding returns, employment contracts, labour legislation, rehabilitation and bookkeeping.
- Knowledge of managerial psychology and the managers role and responsibilities about recruitment processes, introduction, performance appraisal, coaching and performance monitoring.
- Knowledge of sales, e-commerce, consumer patterns, in-store communication and monitoring.
- Knowledge of personal leadership and leadership style.
- Knowledge of group dynamics, positive and negative impact, as well as the importance of management-employee discussions for monitoring, coaching and development.
- Knowledge of staff meeting methodology, how to hold and follow up such meetings.
- Skills in communication in English with profession-specific terminology.
- Skills to lead and inspire others and to develop and encourage employee's full potential based on their different qualities.
- Skills in analysing customer patterns and creating an attractive and sales-efficient store.
- Skills in using scheduling systems and set up a human resources policy.
- Skills to analyse results and make decisions that affect sales.
- Competence to work as a manager in charge of a function (sales manager, product area manager), a manager with specific responsibility (department head) and a store manager with full staff and performance responsibility.
- Competence to promote profitability by making decisions that have a positive impact on sales, staff and the economy.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Store Manager, Assistant Store Manager, Sales Leader, Sales Coach, Self-Employed and Department 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 notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

© European Communities, 2002