



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Yrkeshögskoleexamen**

**Digital Business**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Higher Vocational Education Diploma**

**Digital Business**

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of current global and emerging trends in the fields of technology, business, society and culture, in relation to the digital industry.
- Knowledge of legal and ethical issues as well as societal norms related to the digital business industry.
- Knowledge of different platforms and channels for digital business, marketing, mobile and social interaction solutions from a business, user experience and technical perspective.
- Knowledge of principles of group development, team behaviour and leadership styles.
- Knowledge of the potential future impact digital business trends can have in adjacent domains.
- Knowledge of business- and revenue models for companies and organizations.
- Skills to design, execute and evaluate an online business plan.
- Skills to gather, assess and analyse research findings and data related to customers, competitors and markets.
- Skills to with the use of appropriate tools and methods, design user centered digital business solutions based on an understanding of customer needs.
- Skills to rapidly prototype concepts and solutions using appropriate tools and techniques.
- Skills to design, execute and evaluate the optimisation of an existing digital business.
- Skills to analyse an organisation's culture, procedures and needs.
- Skills to deliver effective presentations and documentation.
- Competence to apply entrepreneurial thinking, tools and ideas in digital business development.
- Competence to manage client and stakeholder relations and expectations.
- Competence to collaborate as an effective team member and leader.
- Competence to manage a project in terms of time, resources and requirements.
- Competence to managing own learning needs for continuous professional development.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital business developer, Project manager - eBusiness, eCommerce Manager, Marketing Manager, Digital Marketer, Project Manager, Entrepreneur

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
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		<b>weeks</b>
<b>Further information</b>		
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: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) 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.

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