

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen
Digital Business Developer

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in
Digital Business Developer

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of e-commerce.
- Knowledge of digital marketing.
- Knowledge of SEO and SEM management.
- Knowledge of web applications.
- Knowledge of mobile web development.
- Knowledge of customer profiling.
- Knowledge of presentation techniques.
- Knowledge of customer relationship management (CRM).
- Skills in digital marketing and creating results analyses.
- Skills in Google Ads and Google Analytics.
- Skills to communicate with web server programmers regarding UX (user experience).
- Skills in affiliate.
- Skills to analyse the results of digital advertisement.
- Skills to work in social media.
- Competence to create webshops.
- Competence to create e-commerce platforms.
- Competence to work in functional testing of software development with focus on the digital consumer.
- Competence to analyse customer needs.
- Competence to develop customer relations in B2B and B2C.
- Competence to create unique customer sales strategies.
- Competence to understand the significance of CRM systems content and updates.
- Competence to create sales-creating customer activities.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Business Developer, CRM Coordinator, E-merchandise, Digital Project Coordinator and Market Coordinator

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.

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