



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital business developer

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital business developer

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of e-commerce as a business system and digital marketing.
- Knowledge of SEO management and SEM management.
- Knowledge of web applications and mobile web development.
- Knowledge of customer profiling and presentation techniques.
- Knowledge of CRM - Customer Relationship Management.
- Knowledge of image processing.
- Skills in digital marketing and creating performance analyses.
- Skills in using Google AdWords and Google Analytics.
- Skills in communicating with web server programmers on UX (user experience).
- Skills in using Affiliates and analysing the outcomes of digital advertisements.
- Skills in working in social media.
- Skills in project management.
- Competence to create e-commerce shops.
- Competence to create e-commerce platforms.
- Competence to function test software development with regard to digital consumers.
- Competence to analyse customer needs.
- Competence to develop customer relations in B2B and B2C.
- Competence to develop customer-unique sales strategies.
- Competence to understand the importance of CRM system content and updates.
- Competence to create sales-driven customer activities.

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

Digital Business Developer, Online Marketer, E-merchandiser, Marketing & CRM Coordinator, E-commerce Coordinator and Digital Project Coordinator

## 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<br>Box 145, 721 05 Västerås<br>Sweden<br><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)<br>Pass (Godkänt - G)<br>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 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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