

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital strateg

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Strategist

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of how the digital development has changed consumer behaviour.
- Knowledge of the differences between digital and traditional business models.
- Knowledge of methods to monitor, analyse and assess trends.
- Knowledge of user experience and how users interact, communicate and consume information.
- Knowledge of media communication channels, their differences and advantages and disadvantages.
- Knowledge of idea generation techniques and the creative process.
- Knowledge of key factors for creating a unique customer experience.
- Skills to monitor, analyse and assess trends and their impact.
- Skills to understand the connection between different digital media, their advantages and disadvantages.
- Skills to identify the strategic needs for digital development in organisations.
- Skills to identify significant factors that create unique customer experiences.
- Skills to develop business models that are adapted to an organisation's operations and goals.
- Skills to evaluate the strategic potential of digitisation, digitalisation and digital transformation for an organisation.
- Skills to assemble a suitable project team.
- Competence to work with digital organisational development.
- Competence to implement digital transformation.
- Competence to promote the needs of everyone in the organisation to make use of and strive towards mutual goals pertaining to digitalisation opportunities.
- Competence to lead a project team through a creative process.
- Competence to generate innovative and visionary ideas that help attain business targets.
- Competence to relay messages to both the project team and the client.
- Competence to manage situations under pressure.
- Competence to reflect upon and expand personal development in digital services.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Strategist, Digital Communicator, Digital Analyst, Digital Planner, Digital Project Manager, Digital Business and Business Developer

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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