



1. Title of the certificate – Yrkeshögskoleexamen ¹

E-Commerce Manager

2. Translated title of the certificate – Higher Vocational Education Diploma ²

E-Commerce Manager

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of e-commerce conditions, history, development, current situation and trends.
- Knowledge of business acumen and sustainable business development.
- Knowledge of marketing with a focus on digital marketing .
- Knowledge of needs-adapted customer and market communication (analogue and digital), good communicative abilities in Swedish and English.
- Knowledge of conversion and the importance of measurements and web analysis for increased sales.
- Knowledge of sales processes and negotiation techniques.
- Knowledge of target group analyses and buying behaviour.
- Knowledge of business administration, pricing, profitability calculations, calculating and budgeting.
- Skills in planning, leading, identifying resources and evaluating new business development projects in e-commerce.
- Skills in establishing SWOT analyses to monitor competitors and analyse the market.
- Skills in using social media and other digital channels to create customer contacts and increase sales.
- Skills in analysing customer groups and producing proposals for measures to achieve customer fulfilment and increased sales.
- Skills in producing financial decision-making data and making profitability calculations.
- Skills in analysing the purchasing and logistics process and proposing efficiency measures.
- Skills in applying current legislation in the industry.
- Competence to independently develop new business concepts and thereby develop the industry.
- Competence to act as a salesperson and as a client of consultancy services and technical systems in digital commerce.
- Competence to conduct external analyses and formulate strategies and activities in digital channels.
- Competence to independently solve complex problems in e-commerce and digital marketing.
- Competence to independently lead projects that contribute to the development of and change work in e-commerce.
- Competence to work strategically on sustainable development: socially, economically and ecologically.

4. Range of occupations accessible to the holder of the certificate ³

E-Commerce Manager, E-Commerce Supervisor and Marketing Coordinator - digital channels

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

1. Official basis of the certificate

| | |
|---|---|
| Name and address of the awarding institution | Authority providing accreditation / recognition of the certificate |
| | The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se |
| Level of the certificate (national or European) ¹ | Grading scale / Pass requirements |
| Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF) | Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG) |
| Access to next level of education / training ¹ | International agreements on recognition of qualifications ¹ |
| | The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. |

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

| Description of vocational education and training | Percentage of total programme (%) | Duration (/weeks) |
|---|-----------------------------------|-------------------|
| College/education centre | % | weeks |
| Placement – learning in a work environment | % | weeks |
| Total duration of the education / training leading to the certificate | | weeks |

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.