



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

E-Commerce Product manager

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

E-Commerce Product Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of e-commerce business development.
- Knowledge of business models, digital marketing and Lean start-up techniques.
- Knowledge of Agile project development and product management.
- Knowledge of web applications and web development.
- Knowledge of e-commerce platforms, enterprise resource planning (ERP) systems and business process modelling.
- Skills in e-commerce platforms and ERP-systems.
- Skills in business process modelling and workflow planning.
- Skills in web design (user experience, persona, HTML and CSS).
- Skills in digital marketing communication, SEO, social media, brand/content strategies.
- Skills in agile project development using Scrum.
- Skills in product management (product strategy, roadmaps, release, launch).
- Competence to analyse customer needs and business requirements.
- Competence to develop a business idea to product and attract service or product to the e-commerce sector.
- Competence to plan and organise e-commerce development project.
- Competence to create solutions for e-commerce platforms and ERP-systems.
- Competence to adjust design, layout and functions in e-commerce platforms.
- Competence to bridge the gap between users, technology and business.
- Competence to map business workflow and business processes.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

E-commerce Product Manager, E-commerce Advisor and E-commerce Business Consultant

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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