



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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E-Commerce Product Manager

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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E-Commerce Product Manager

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of the digital ecosystem, brand strategy, content marketing, target groups, customer experiences, target and effect, Google advertising and SEO/SEM.
- Knowledge of business knowledge, business models B2B/B2C, omnichannel, pricing.
- Knowledge of measurement technology, target value (KPIs).
- Knowledge of agile development processes with a focus on scrum methodology.
- Knowledge of product ownership, product management, product planning, roadmaps, release, launch.
- Knowledge of methods for collecting, prioritising and handing over requirements to developers.
- Knowledge of web design, web technology, HTML5 and CSS.
- Knowledge of e-commerce platforms, business systems, technical solutions B2B/B2C and subsystems.
- Skills in planning and organising development projects with scrum, acting in different roles.
- Skills in designing formulating marketing communication, branding and content strategy.
- Skills in performing customer travel mapping and target group analysis.
- Skills in using SEO tools for search engine optimisation.
- Skills in setting target values (KPIs) for marketing communication.
- Skills in using Business Model Canvas (BMC) to develop value propositions.
- Skills in developing product strategies.
- Skills in producing requirements specifications and giving requirements to developers.
- Competence to design functional websites based on requirements specifications and business goals.
- Competence to develop businesslike e-commerce solutions based on e-commerce platforms and business systems.
- Competence to lead, plan and organise development projects in e-commerce.
- Competence to lead the product development of e-commerce platforms, e-commerce solutions and integrations.
- Competence to propose cost-effective e-commerce solutions based on customer needs.
- Competence to customise the design, layout and functionality of the e-commerce platform.
- Competence to communicate messages effectively in the right channel, related to brand, market and target group.
- Competence to integrate business processes and workflows with the selected system solution.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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E-Commerce Product Manager, E-Commerce Manager and Business Consultant e-Commerce

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

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

## 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 <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	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 <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	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 <sup>1</sup>

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](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.