



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**E-commerce Manager**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**E-commerce Manager**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of the selling and buying process, business models and purchasing, procurement.
- Knowledge of CRM, E-commerce platforms, payment systems and multichannel.
- Knowledge of mobile commerce, conversion, web analysis, logistics and distribution.
- Knowledge of SEM, SEO and Content Management.
- Knowledge of web positioning, affiliate marketing, online PR and social media.
- Knowledge of entrepreneurship, organisation and management.
- Knowledge of strategic marketing.
- Knowledge of revenues and expenses, profit budgets and cash budgets.
- Knowledge of business finances such as profitability calculations, budgeting and key figures.
- Knowledge of the Swedish Distance and Doorstep Sales Act, copyright and contract law.
- Knowledge of sales and marketing law.
- Knowledge of international legislation.
- Knowledge of business development and project management.

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

Online Business Manager/E-commerce Manager, Online Marketer, Market Coordinator – digital channels, B2B Salesperson – online commerce and sales, Concept Developer – digital marketing and e-commerce, Consultant in E-commerce/Digital Marketing B2B/B2C

## 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 Box 145, 721 05 Västerås Sweden <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) 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		<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 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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