



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 e-commerce, sales, digital marketing and project management.
- Knowledge of business acumen, business economics, business law and business development.
- Skills in planning, implementing and evaluating digital sales-/marketing activities and projects based on the requirements of profitability and customer satisfaction.
- Skills in different parts of the sales process involved in e-commerce, as in encouraging online traffic and in implementing different and coordinated channels (omnichannel approach).
- Skills in managing web development work based on user experience.
- Skills in negotiation, procurement and evaluating different systems and features for e-commerce solutions.
- Skills in implementing analyses, designing strategies and activities, and determining content, and in conducting marketing via digital channels and social media.
- Skills in sales through e-commerce and digital marketing, in accordance with Swedish and international legislation concerning distance selling law, market law, and other relevant legislation.
- Skills in drafting cost-benefit estimates, budgets and bids, in carrying out negotiations, and in entering into legally correct business agreements.
- Skills in methods, models and tools for participating in strategic and operational business development work.
- Competence to perform qualified sales and marketing tasks related to e-commerce and digital marketing.
- Competence to be responsible for the planning, implementation and evaluation of e-commerce development projects and sales and marketing activities using digital and social media platforms.
- Competence to independently and collaboratively analyze and evaluate different sales strategies and to provide well-founded proposals in complex decision-making processes and business situations.
- Competence to develop strategic and long-term customer relationships in consumer and business markets, with professional responsibility for customer value, customer experience, profitability and business development.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

E-commerce Manager/Online Business Manager, Online Marketing Manager - digital channels and social media, Digital Strategy Manager, Digital Business Developer, Omnichannel Manager, and SEO & SEM Manager.

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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