

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Företagssäljare, inriktning Innovation

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Corporate Salesperson, specialising in Innovation

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of commercialisation and sales and licensing of different types of product or service innovations in Swedish as well as English.
- Knowledge of practical work on the licensing of innovations.
- Knowledge of how innovation startups can use Almi, Vinnova, banks or private actors as funding partners.
- Knowledge of the sales process from prospect processing to closing, as well as follow-up of business done with selected target groups.
- Knowledge of professionally marketing or selling the company's innovations or services over the web.
- Skills in performing solution-oriented, complex and conceptual sales, in both Swedish and English, of Swedish innovations.
- Skills in assisting their company in choosing the right form of intellectual property protection.
- Skills in project planning, implementing and evaluating sales and marketing activities on sales IRL or over the web.
- Skills in assisting their company in choosing the right type of funding.
- Skills in budgeting and performing profitability calculations.
- Competence to independently work on the entire innovation process in an innovation company, IPR, copyright, finance, funding, corporate startup, ALMI etc.; marketing and sales in Swedish as well as English.
- Competence to independently perform tasks in sales and marketing with a focus on solution-oriented and conceptual sales licensing in Swedish innovation.
- Competence to be responsible for planning, preparation of documentation, implementation and evaluation of sales and marketing activities and projects.
- Competence to independently and in collaboration analyse and evaluate different sales and marketing strategies, both nationally and internationally, and provide contract proposals in complex decision-making and business situations in Swedish innovation.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Corporate Salesperson, specialising in Innovation: Help innovation companies sell/commercialise new innovation, Help innovation companies license new innovations, Help innovation companies seek grants and government innovation loans and Help innovation companies acquire different kinds of private venture capital

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 note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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