



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Yrkehögskoleexamen

Internationell Key Account Manager

2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

International Key Account Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge about sales, marketing and managing Key Accounts.
- Knowledge about methods of and how to analyze environmental scanning.
- Skills in how to conduct customer meetings and negotiations in English in different cultural contexts.
- Skills to estimate the profitability of business deals.
- Skills in drawing plans for establishing and developing agents/retailers on a market.
- Skills in evaluating and prioritizing markets for the internationalization of a company.
- Competence to maintain a consultatory approach in the relationship with customers and suppliers.
- Competence to manage the business process from quotation management to contractual negotiations.
- Competence to develop and evaluate strategies for Key Account Managing.
- Competence to analyze and prioritize key customers and to draw a Key Account Managing plan.
- Competence to organize and manage business projects.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

International Key Account Manager, Account Manager, Export Manager, Key Account Manager, Sales Manager, Area Sales Manager or similar position concerned with customer responsibility in international sales.

5. OFFICIAL STATUS OF THE DIPLOMA

| | |
|---|---|
| Name, status and address of the institution awarding the diploma | Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se |
| Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale: | Grading Scale 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 (hours/weeks/months/years) |
|--|---------------------------------|-----------------------------------|
| • College/education centre | | weeks |
| • Placement – Learning in a work environment | | weeks |
| Total teaching/study duration resulting in diploma | | weeks/years |
| <p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p> | | |

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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