



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Yrkehögskoleexamen

Key Account Management

## 2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Key Account Management

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of business administration and profitability assessment.
- Knowledge of how profitability is generated for both parties in a key client relationship.
- Knowledge of how different functional areas of a business can act in the best interests of the client.
- Knowledge of the importance of ethics and morals when cooperating with key clients.
- Knowledge of the importance of business intelligence to an organisation's development.
- Skills in planning, carrying out, and following up on major sales projects.
- Skills in analysing client groups and market needs.
- Skills in increasing customer value by suggesting changes that are positive for the key client.
- Skills in implementing key account strategies.
- Competence to develop the operations of a business using key account strategies.
- Competence to build rapport in relationships with the key clients of a business.
- Competence to optimise profits, focusing on both the client and the business.
- Competence to work as a Key Account Manager in a business.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Key Account Manager

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>  The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma Level (national or international designation)</b>  NQF/EQF: <i>scale not yet established</i> ISCED – scale:	<b>Grading Scale</b>  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		<b>weeks/years</b>

### Further information

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.

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](http://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.

Further information on transparency and clarity may be obtained from: [www.cedefop.eu.int/transparency](http://www.cedefop.eu.int/transparency)

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