



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Key Account Management

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Key Account Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of business economics and profitability, budgeting and calculation and key customer care.
- Knowledge of ethics and morals, environmental analysis, quotations and agreements.
- Knowledge of the market from a national and international perspective.
- 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.
- Skills in sales in a global and international market.
- 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 THE HOLDER OF THE CERTIFICATE

Key Account 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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