

## 1. CERTIFICATE TITLE

**Yrkeshögskoleexamen**

**Mobil handel**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Higher Vocational Education Diploma**

**Mobile Commerce**

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of how design can increase conversion
- Knowledge of business systems in electronic and mobile commerce
- Knowledge of ad networks for digital advertising
- Knowledge of content marketing
- Knowledge of possibilities and challenges in social media marketing
- Knowledge of project management in personal and cooperative projects
- Knowledge of agile development
- Knowledge of documentation of development projects
- Knowledge of systems and units for micro positioning for use in retail and the event and visiting businesses
- Skills in planning and manufacturing of online sites for mobile commerce
- Skills in optimising structure and content for maximum visibility in search engines
- Skills in analysing and evaluating customer behaviour on web sites and making changes to increase sales
- Skills in advertising through social media
- Skills in advertising through online ad networks
- Skills in planning and producing applications for mobile commerce
- Skills in creating mobile applications to communicate with micro positioning units
- Skills in creating and design applications to increase sales and conversions
- Competency in creating solutions for mobile commerce for any type of unit
- Competency in applying agile methods for development in work groups
- Competency in using conversion and sales increasing design in solutions for mobile commerce
- Competency in marketing products in electronic commerce and on mobile platforms
- Competency in using Apple Pay, Stripe, DIBS and other payment gateways
- Competency in using analyses of customer behaviour to increase conversions and sales in mobile commerce
- Competency in using social media in marketing and sales
- Competency in creating mobile apps for mobile commerce
- Competency in planning and producing direct purchase apps for mobile commerce

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

e-Commerce Developer, Officer in Charge of e-commerce in retail

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
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		<b>weeks</b>
<b>Further information</b>		
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: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) 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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