



CERTIFICATE SUPPLEMENT (*)



SWEDEN

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 consumer decision processes from first exposure to purchase.
- Knowledge of how design influences how users interact with websites.
- Knowledge of business systems in electronic and mobile commerce.
- Knowledge of digital advertising ad networks.
- Knowledge of content marketing.
- Knowledge of video marketing.
- Knowledge of the possibilities and challenges of social media marketing.
- Knowledge of agile development.
- Skills to design and create webshops to facilitate sales and conversion.
- Skills to optimise structure and content for maximum search engine visibility.
- Skills in social media advertising.
- Skills in online ad networks.
- Skills to plan and produce mobile commerce applications.
- Competence to use conversion and sales-increasing design in mobile commerce solutions.
- Competence to market products in electronic commerce and on mobile platforms.
- Competence to analyse customer behaviour to increase conversions and mobile commerce sales.
- Competence to plan and evaluate electronic commerce to complement or replace physical shops.
- Competence to market electronic commerce through digital channels.
- Competence to use social media for marketing and sales.
- Competence to adapt marketing for seasonal products.
- Competence to plan and implement production of webshops.
- Competence to create mobile apps for mobile commerce.
- Competence to create mobile apps for retail and tourism to enhance user experience of a physical location.
- Competence to design and colour apps for increased conversion and sales.
- Competence to plan and produce direct purchase apps for mobile commerce.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Mobile and Digital Commerce Developer, Developer for responsive web for mobile platforms, Apple Pay and Google Pay Developer, Mobile and Online Commerce Marketer, Designer for increased conversions and sales, with SEO and analytics

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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