

1. CERTIFICATE TITLE

Yrkehögskoleexamen

Music Business Developer

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Music Business Developer

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the professions and companies in the music industry.
- Knowledge of entrepreneurship.
- Knowledge of marketing and launching of products/services.
- Knowledge of digital marketing and how to analyse and create digital campaigns.
- Knowledge of PR, social media and digital channels.
- Knowledge of communication and its models.
- Knowledge of the law in music industry with focus on copyright and establishing agreements.
- Knowledge of project leadership and planning.
- Knowledge of business planning and development.
- Knowledge of starting and running a business.
- Skills to create an action plan
- Skills to launch a product, service, person/artist or company in the music industry.
- Skills to create and analyse a digital campaign.
- Skills to lead and plan a project.
- Skills in making a business plan for a product, service, person/artist or a company in the music industry.
- Skills to create new business models for companies in the music industry
- Skills to plan, implement and report a survey
- Skills in working at a music label
- Skills to communicate and argue for commitment and solutions in English in the music business.
- Competence to plan and deliver a project for a company.
- Competence to run and develop a business.
- Competence to evaluate the need of a product or service on the market.
- Competence to work as a project leader and to lead a group towards set goals.
- Competence to develop an entrepreneurial mindset.
- Competence to communicate a specific message to a target group.
- Competence to run a campaign for a product or service at a music label.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Business Developer, Marketing, Digital Account Manager, A&R, Project Leader and Coordinator

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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