



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Produktionsledning

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma in

Production management

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of project finance, business administration and economics and sustainability issues.
- Knowledge of different media channels, trend reconnaissance and business intelligence.
- Knowledge of brand strategy and idea & concept development.
- Knowledge of building teams and knowing how creators, clients and different suppliers interact.
- Knowledge of personal leadership, professional development and the personal brand.
- Knowledge of rhetoric and presentation technique.
- Knowledge of graphic production, the printing process and packaging design.
- Knowledge of mobile media and storytelling.
- Knowledge of editorial communication, content marketing and communications in social media.
- Knowledge of digital productions, technical terminology, mobile communications solutions and search engine optimisation.
- Knowledge of analogue and digital projects in a client organisation.
- Skills in making a brand analysis.
- Skills in analysing and working with a brief and requirements, and producing and planning to introduce a concept in different channels.
- Skills in recognising context, advantages and disadvantages with and between different media channels.
- Skills process oriented work, planning projects and realising them in timetables and in project descriptions.
- Skills working in a team and planning resources, and taking advantage of different competencies in the group.
- Skills in presenting and selling projects.
- Competence to have a critical approach.
- Competence to understand work processes in customer relationships.
- Competence to use different methods for project planning.
- Competence to produce estimates, write quotations, draw up schedules and plan resources.
- Competence understanding the opportunities and complexities in contemporary communications.
- Competence to carry out projects from start to finish and lead a team toward given objectives.
- Competence to understand interactions and the difference between the individual, group and society.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Production manager - advertising agency, Operative project manager, Digital production manager, Production assistant - film and TV, Producer.

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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