



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Sales Management B2B

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Sales Management B2B

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of sales processes in different types of businesses and methods for sales control and project management.
- Knowledge of how financial processes affect a business both internally and externally.
- Knowledge and understanding of the role of law in an enterprise's decision process, and the structure of the legal system
- Skills to create a business plan for suitable target groups and working in project groups.
- Skills to conduct sales processes and qualified management in different types of sales businesses.
- Skills in verbal and written communication, as well as intercultural communication, presenting products and concepts, interview techniques, meetings and various correspondence.
- Competence to analyse, evaluate and developed an existing sales plan conducting a situation analysis, proposing and implementing alternative strategies and improvements.
- Competence to evaluate and produce a basis for financial decisions in the form of calculations for profitability and investments.
- Competence to identify, analyse and resolve challenges within a sales project and conduct market analyses.
- Competence to lead a sale staff within a company department as well in different projects.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Manager, Project Manager and B2B Sales Representative.

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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