



1. Title of the certificate – Yrkeshögskoleexamen ¹

Affärsutvecklare besöksnäring

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Business Developer Hospitality Industry

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of the tourism and hospitality industry, current situation and trends.
- Knowledge of target group analysis and buying behaviour.
- Knowledge of terminology in Swedish and English in the hospitality industry.
- Knowledge of the process of product development, methods and tools, innovation.
- Knowledge of market analyses, digital analysis tools and statistics.
- Knowledge of digital sales, marketing and social media.
- Knowledge of sustainable development and climate impact.
- Skills in using different tools for problem solving and development.
- Skills in developing a conceptual development plan, implementing and following up.
- Skills in communicating and business development in English.
- Skills in thinking of sustainability and taking responsibility in all project parts.
- Skills in creating financial decision-making data, calculations and profitability assessments.
- Skills in establishing SWOT analyses on an ongoing basis and monitoring competition.
- Competence to develop attractive and profitable packaged products or services in the hospitality industry, based on market demand.
- Competence to lead project concept development and digital change work.
- Competence to find partners to build ecosystems and benefit the customer's need for complete solutions.
- Competence to analyse market tendencies and trends and quickly adapt the range of offers.

4. Range of occupations accessible to the holder of the certificate ³

Business Developer for facilities, destinations and attractions, Business Developer for regions, municipalities and companies, Product and Market Supervisor in the hospitality industry, Self-employed in the hospitality industry and Digital Business Developer

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework Level 5 in the European Qualifications Framework	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.