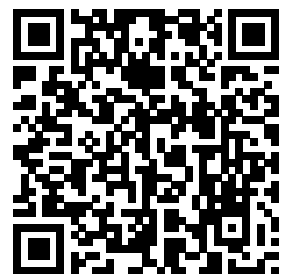


Introduction to Business Strategy

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



GENERAL DATA

Name

Introduction to Business Strategy

Code

102189

Academic year

2023-24

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

3

Type

MANDATORY

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Mata Verdejo, Emiliano

*Directivo de INDRA
Ingeniero aeronáutico
Doctor en Economía Aplicada.*

Lecturers

Vidal Lucena, Gonzalo

*Asesor Patrimonial, Agente Financiero y Gestor de Patrimonios
INVERDIS BANCO*

Ruiz de Ojeda Zurita, Javier

*Ingeniero Aeronáutico.
Socio de Avistadrone, S.L.*

Hernández Holgado, Cristina

*Licenciada en Economía.
Director Comercial Mobility Interiors EMEA (Europe-Middle East-África).*