

e-Business: International implementation and management

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

e-Business: International implementation and management

Code

102196

Academic year

2023-24

Degree

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

ECTS Credits

2

Type

MANDATORY

Duration

Duracion A

Language

FACULTY

Coordinator/s

Enrile D'Outreligne, Carlos

*Director y Consultor
Computer Contact Consultoría y Formación*

Lecturers

Royán González, Marcelo

*Director de tecnología, E-commerce y producto digital
ROLAND BERGER*

Aparicio Varas, Fernando

*Director
Amvos Consulting*