

# International Strategy for Fashion Chains

**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

International Strategy for Fashion Chains

### Code

102211

### Academic year

2024-25

### Degree

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

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

**Mata Fernández-Balbuena, Gustavo Emilio**

*Doctor Ingeniero Industrial, Máster en Ingeniería Química, Máster en Ingeniería Metalúrgica (UPM).*

*Profesor Coordinador de la Asignatura Estrategia Avanzada. Casos de empresas internacionalizadas.*

*ICEX CECO*

### **Lecturers**

Professor responsible for the subject