

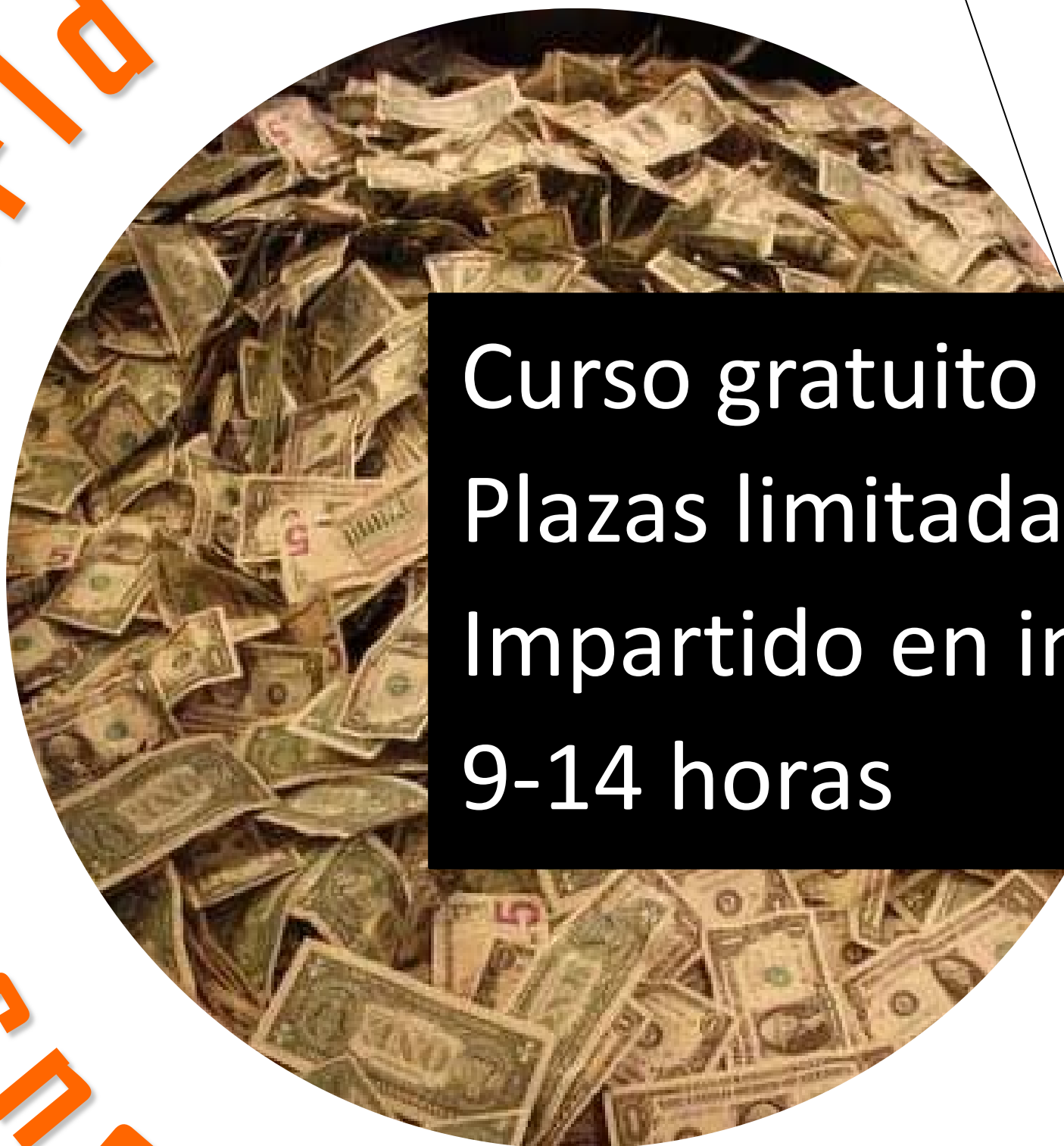


3rd INTERNATIONAL WEEK

Facultad de Ciencias Económicas y Empresariales

León, 2-6 de Mayo

Business World



Curso gratuito
Plazas limitadas
Impartido en inglés
9-14 horas

Monday 2nd

9.30-10.00: Opening. Dean and Vicedean of International Relations, Faculty of Business Studies, University of León

10.00-14.00: DAVID ABRIL, Project Director Analyza. Session: "*Changemakers*"

Tuesday 3rd

10.00-14.00: KATY FERNÁNDEZ, Communication & Marketing Specialist. Session: "*Total Quality Management in Service Business*"

Wednesday 4th

10.00-11.30: GEOFFREY WHITTINGTON, Emeritus Pricewaterhouse Coopers Professor of Financial Accounting. Session: "*Measurement in Accounting: Fair Value and the Credit Crisis*"

Thursday 5th

09.00-13.00: ANNE-MARIE AHO, Principal Lecturer Head of MBA Programs, University of Seinäjoki (Finland). Session: "*Knowledge Management. Case: Development of Software Engineer's Business Competencies*"

Visit to Fundotex and Flisa

14.30: Meeting at the hall of the Faculty of Business Studies

15.00-17.00: Visit to the company

Friday 6th

Visit to company (more information will be provided)

Información y reserva

Alicia Gallego Morán

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Se admite solicitud de asistencia a Seminarios concretos o participación en todos los Seminarios. Entrega de Certificado de asistencia