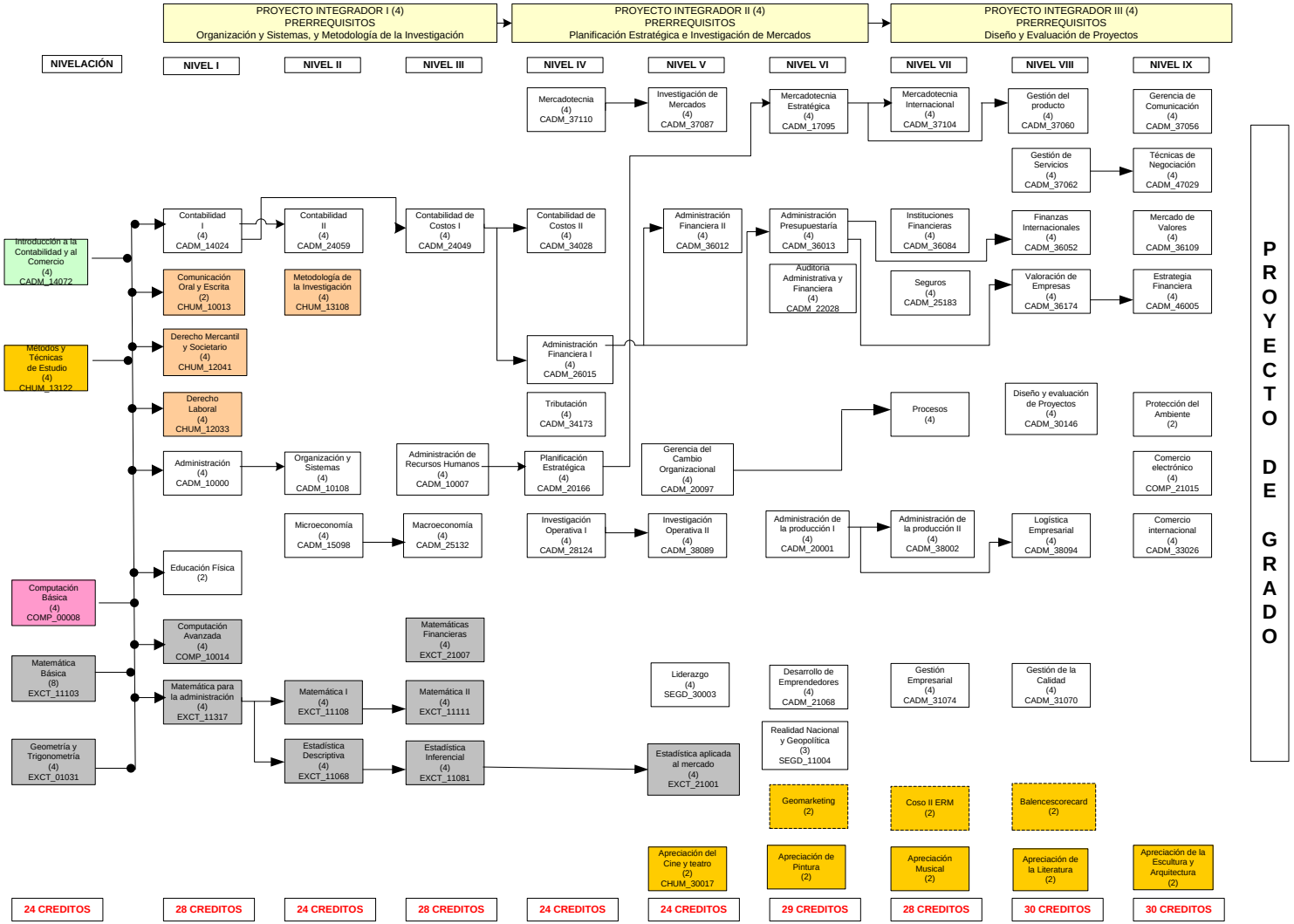MALLA POR COMPETENCIAS DE INGENIERÍA COMERCIAL