

International
School of
Business

Strategic Business Management



ANÁHUAC
CANCÚN



INTERNATIONAL CAMPUS

Become a Positive-Action International Leader



The Anáhuac University is one of Mexico's 3 leading universities



Why study at Anáhuac Cancún?

1. Studying at the International Campus of the Anáhuac Network will increase your employment opportunities.
2. With more than 43 nationalities within our university community, you will have a multicultural experience that will help you adapt to the global business environment.
3. Our recognized academic excellence will enhance your performance and prepare you for a successful career.
4. Our values and comprehensive training programmes will help you to shape your performance to better face life's challenges and adapt to change.
5. With our personalized attention you will thrive in a positive learning environment.
6. Our competency-based semi flexible model focuses on you and the way you learn, allowing you to work at your own pace while providing you with learning experiences that allow you to put theory into practice.
7. You will have the option of studying a Dual Degree in International Strategic Management through the University of Coventry in the United Kingdom.



We inspire global leaders with positive vision

For more than 50 years, Anáhuac University has prepared young professionals with integrity and values, people with an innovative, entrepreneurial spirit. Known for their commitment to others, Anáhuac graduates are agents of change, eager to transform society in a bold, positive way.

General Accreditations

Accredited by the *Federacion de Instituciones Mexicanas Particulares de Educación Superior* [Federation of Private Mexican Institutions of Higher Education] for having achieved the highest level of educational quality.



International Memberships



ORGANIZACIÓN DE UNIVERSIDADES CATÓLICAS DE AMÉRICA LATINA Y EL CARIBE



International School of Business

We study Strategic Business Management to gain an in-depth understanding of a company's total strategy, mission and its geographical position and scope. This allows us to identify those business opportunities trending toward growth potential, by efficiently using resources such as technology and information management. Furthermore, the study helps students articulate ideas & strategies, making ethical decisions based on solid leadership, good deeds and universal values.

Approach

Global competitive training includes a grounded exposure to entrepreneurship and innovation, leadership skills and abilities that generate added value, strengthen the organisation as well as identifying and developing new business opportunities.

Accreditations

- Internationally accredited by ENQA (European Association for Quality Assurance in Higher Education) through the ACSUG Agency (*Axencia para a Calidade do Sistema Universitario de Galicia*).



- National accreditation by CACECA (Accreditation Council for Administrative, Accounting and Related Sciences).



International Memberships

- Membership with ACBSP Accreditation Council for Business Schools and Programs.



Internship

The Internship or Practicum forges theory with practice (know-how). It's an opportunity for applied learning, in a real life or simulated context. During this time, the student will consolidate classroom learning whilst applying his or her skills in the chosen workplace.

Alliances for Internship

We have established agreements with more than 100 domestic and international companies:

- Amstar
- Aquaworld
- Best Day Travel Group
- CEMEX
- *Consejo Coordinador Empresarial*
- Dolphin Discovery
- Anderson's Group
- Modelo Group
- Palace Resorts Group
- Ultrafemme Group
- Marriott
- MexicoDestinos.com
- Nexus Tours
- Price Travel Holding

Bachelor's in

Strategic Business Management

Comprehensive training for strategic decision-making in a global setting

Graduate profile

Our Strategic Business Management graduates are people with a solid, comprehensive training whose decisions are grounded in ethics and universal values. They are creative and innovative, goal-oriented, seeking those business opportunities leading to growth potential. Our students are skilled articulate strategic ideas and successfully implement them in a multicultural and international context. Furthermore, they have had the experience studying in state-of-the-art facilities, accessing co-working rooms, think tanks and the Anáhuac's famed International Entrepreneurship Center.



What will you do as a graduate in Strategic Business Management?

- You will identify business opportunities, develop and communicate strategic arguments and put them into practice for future success.
- You will understand the socio-economic environment in which the business is evolving, and you will take decisions that seek growth potential and sustainability.
- You will use technology to generate new business models and enhance current ones.
- You will use analytical techniques to identify business problems and propose suitable solutions.
- You will integrate and develop multidisciplinary teams.
- You will seek out the most efficient supply chains for your business.

Why choose Anáhuac Cancun University to study Strategic Business Management?

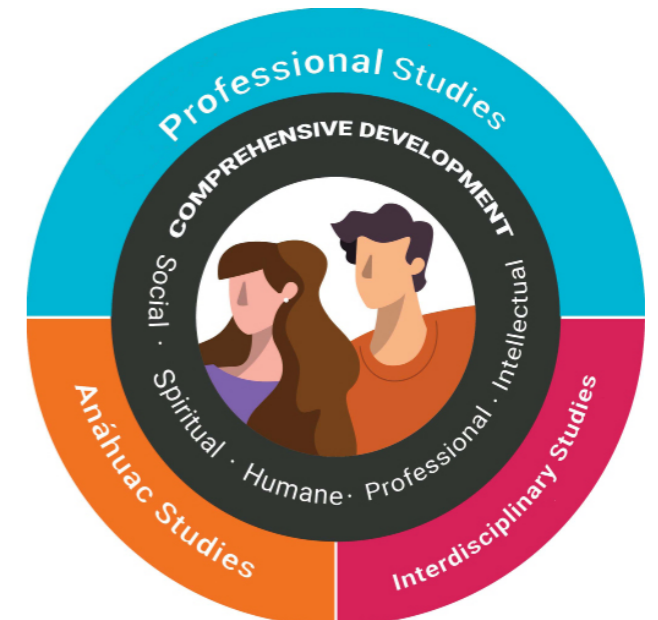
- Cultural study exchanges are available to you through universities across the five continents.
- Your study will be guided by international scholars, and selected lectures given by global leaders within multiple industries.
- From the onset of your first semester, all subjects in our hybrid teaching approach are offered in English in the classroom as well as online courses.
- You will have life experiences, that impact society, through various projects and activities.
- We have more than 200 exchange agreements with universities around the world to enrich your international experience.

Employability

Anáhuac Strategic Business Management graduates are versatile professionals who can fit into and adapt to any business both at a domestic or international level. They make seasoned executives, keen to create new, rewarding and exciting opportunities, be it:

- In their own company.
- In family-run enterprises.
- In consultancy.
- In MNE's - Multinational Enterprises.
- In non-profit organizations.

2025 Model



Dual Degree with Coventry University in the United Kingdom

Expanding professional & work skills, to increase employment opportunities and competitive edge.

- Studying Strategic Business Management at the Anáhuac Cancun University offers you the opportunity to obtain a dual degree in International Strategic Management with Coventry University in the UK, giving you access to global opportunities and ensuring even brighter job prospects.
- Awarded University of the Year - Student Experience (Times and Sunday Times Good University Guide 2019), Coventry University is described as "one of the most modern & innovative universities, with a bold vision of what a student experience should be in the XXI century".
- To participate in the dual degree, you must have accredited English such as IELTS (International English Language Testing System) with a score of 6.5, or equivalent (Cambridge with level C1).



Study Plan

01 02 03 04 05 06 07 08

Business mathematics	U20 analysis I	U20 analysis I	Business calculus	Operations research	Commercial management	Employment law	Business intelligence
6c	6c	6c	6c	6c	6c	6c	6c
Principles of marketing	Organizational design and business models	Business law	Identifying business opportunities	Commercial law	Communication & personal branding	Information technology	Business management implementation I
6c	6c	6c	6c	6c	6c	6c	6c
Business workshop	University education I	Research and market strategies	Human capital management	Competitive analysis and strategy	Organizational behavior	Business management implementation I	Corporate environment
6c	6c	6c	6c	6c	6c	6c	6c
University education II	Introduction to economics	Financial mathematics	International economics	Operations and logistics	Financial management	Business consulting	Strategic management
6c	6c	6c	6c	6c	6c	6c	6c
Introduction to the enterprise	Intermediate accounting	Business law (online)	Financial statements analysis	Workshop on elective activity II	Interdisciplinary elective I	Evaluating investment projects	Financial planning
6c	6c	6c	6c	6c	6c	6c	6c
Principles of accounting	Advanced elective I	Managerial accounting	Advanced elective II	Minor I professional elective	Minor II professional elective	Interdisciplinary elective II	Interdisciplinary elective II
6c	6c	6c	6c	6c MINOR	6c MINOR	6c	6c
Leadership and personal development	Entrepreneurship skills	Leadership and high performance teams	Workshop on elective activity I	Philosophy	Social responsibility and sustainability	Minor III - professional elective	Minor IV - professional elective
6c	6c	6c	6c	6c	6c	6c MINOR	6c MINOR
College life	Introduction to anthropology	People and transcendence	Entrepreneurship and innovation		Classic and contemporary humanism	Workshop on elective activity II	
6c	6c	6c	6c		6c	6c	

Total 48c Total 42c Total 48c Total 48c Total 48c Total 48c Total 48c Total 42c

LEADERSHIP & ENTREPRENEURSHIP

Professional Studies Block

Anáhuac Studies Block

Interdisciplinary Studies Block

Hometown Cancun

World's **number one** resort destination, with more than **25 million visitors** per year.

Mexico's fastest **growing city**.

International travel gateway **linking the world** with non-stop flights.

High ranking quality of life.

Multicultural, multilingual and inclusive way of life.

INTERNATIONALIZATION



Anáhuac Network

+100,000

Alumni

38,283

Enrolled students

+550

International exchange opportunities

17.5%

of the CEO's of companies listed on the Mexican Stock Exchange are Anáhuac graduates.

Anáhuac is in the top

2%

of the Best Universities in the World.



Anáhuac Leadership Programs

Cutting-edge programs for the development of leaders, offering you a diploma course which includes establishing contacts and building professional networks, national and international professional development seminars, workshops, conferences, specialized topics and multidisciplinary integration. We offer different profiles:

- **ACCION:** Sports Leadership Program
- **ALPHA:** Leadership Programs in Medicine
- **CIMA:** University Student Leadership Program
- **CREA:** Leadership Program in Communication
- **CULMEN:** Leadership Program in Art and Culture
- **FRONTIER+:** Research Leadership Program
- **GENERA:** Corporate Leadership Program
- **IMPULSA:** Social Commitment Leadership Program
- **LUMEN:** Catholic Leadership Program
- **ORBIS:** Tourism, Hospitality and Gastronomy Leadership Program
- **SINERGIA:** Public Administration Leadership Program

Anáhuac Excellence and Human Values Programs

- **VÉRTICE:** Excellence Program
- **GENTE NUEVA:** Human Values Program

The best university life experience

University life is an important part of the integral development of our students, both in and outside of the classroom. It offers space, moments and opportunities to listen, support and create.

Student Relations

Our students share and promote the ideal of leading by example, and their capacity for initiative and commitment reaches its full potential by integrating individual talent into initiatives organized by the Student Societies, the Federation of Student Societies (FESAL) and the Association of Foreign Students Anáhuac (ADEFA).

Sports

We offer more than 20 areas of study as well as elective subjects that enable students to develop their skills in first-class sports facilities. Our students can enjoy sports such as: football, soccer, tennis, basketball, volleyball, archery, golf, diving, paddle-boarding, pilates, sport climbing, crossfit, taekwondo, cheerleading team, jiu jitsu, among others.

Art and Culture

An extensive variety of international-caliber cultural and artistic events and workshops with a focus on wide-ranging development. Workshops on salsa, painting, theater, hip hop, and groups representing dance and music.

Social Commitment

Acción Social Universidad Anáhuac (ASUA) is a student body with volunteer projects that foster the development of genuine awareness based on universal values. It promotes students to take a lead in improving the living conditions of those in need of material, human or spiritual support thus enriching our students' all round development while transforming into true positive-action international leaders.

Campus Ministry

The Campus Ministry offers spiritual care to our students interested in having this service. In addition, they organize and promote different activities and programs which seek to create awareness about the transcendent reality of every person, in the search for the ultimate meaning of one's life, as well as the commitment that we all have with our fellow men, particularly those most in need.





To find out more about the requirements, scan the QR code or visit <https://www.anahuac.mx/cancun/en/admission-process>



Enroll now
and start living the
Anáhuac experience.



For more information, visit: <https://www.anahuac.mx/cancun/en/bachelors-degree>
or contact us at:

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