

International School
of Communication
and Entertainment

Entertainment 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.



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 Communication and Entertainment

We study entertainment from a creative and business perspective, training our students in a professional, ethical and humane way. Students develop and promote international entertainment projects for different audiences, and from different areas of study like marketing, logistics, project management, budgeting, event production, art, human capital management, and more.

Approach

Global competitive training that includes experiences of entrepreneurship and innovation, leadership, competencies and skills, so that the student obtains the knowledge and the necessary bases for the creation and management of an international entertainment company.

Partnerships

- Member of the International Association of Amusement Parks and Attractions (IAAPA).



Alliances

Agreements with leading international companies in the entertainment industry so that students can carry out their professional practices.

- Corporate Agreement with Vidanta - Cirque du Soleil JOYÀ
- Agreement with SAE Institute Mexico

Internship

From the seventh semester, the student will have to do 180 hours of internship per semester in one of the renowned companies in the entertainment industry we have an alliance with.

Alliances for Internship

- Xcaret Group
- JSAV Mexico
- NR Artistas
- The summer program at Walt Disney World in Orlando
- Ventura Entertainment
- Vidanta - Cirque du Soleil - Cirque du Soleil JOYÀ

Bachelor's Degree in

Entertainment Business Management



Humanizing Entertainment

Graduate profile

The Anáhuac University Entertainment Business Management graduates are professionals with an excellent ethical and humane background who exercise their leadership for the positive transformation of society and culture. They develop financially profitable and inclusive projects within the social, technological, and economic state of affairs. Their international perspective allows them to design and organize major events, promote musical, film, and editorial talents or video game proposals. The leading-edge services create spaces for entertainment and leisure time, are respectful of audiences, the environment, and the human team involved in each step, promoting comprehensive social development. In addition, the graduates are educated in avant-garde facilities, can access co-working rooms, think tanks, and the Anáhuac International Entrepreneurship Center.

Anáhuac Model 2025

Study Plan

01 02 03 04 05 06 07 08

Origin of the entertainment industry	The entertainment industry in Mexico	Marketing for entertainment	Audience logistics	Administration and assembly of events	Building brands for entertainment companies	Senior management and management of human talent	Ethics of communication and entertainment
6c	6c	6c	6c	6c	6c	6c	6c
Visual communication and digital culture	Digital communication for entertainment	Media production for entertainment	Live music and massive concerts	Celebrity Management	Theater direction and production	Arts, scenic and museum industry	Regional Studies 2
6c	3c	6c	3c	3c	3c	3c	4.5c
Introduction to the enterprise	Financial accounting for management	Creativity and planning of entertainment projects	Business models for entertainment companies	Business case analysis for entertainment companies	Immersive communication laboratory	Practicum I: Design of entertainment projects	Practicum II: Presentation of entertainment projects
6c	6c	6c	3c	6c	6c	6c	6c
Gaming Industry	Workshop for presentation of artistic portfolios	Workshop for presentation of commercial portfolios	Editorial business management	Professional elective course	Professional elective course	Professional elective course	Professional elective course
3c	6c	6c	3c	6c MINOR	6c MINOR	6c MINOR	6c MINOR
Culture, art and entertainment insights	American insights on communication and entertainment	European insights on communication and entertainment	Ibero-American insights on communication and entertainment	Sociology of communication and entertainment	Communication and entertainment legislation	Regional Studies 1	Social responsibility and sustainability
3c	6c	6c	6c	3c	6c	4.5 c	6c
Image and public opinion of celebrities	Research fundamentals in communication and entertainment	Qualitative research in communication and entertainment	Quantitative research in communication and entertainment	Content analysis for communication and entertainment	Sponsorships and fundraising	Interdisciplinary elective course	Interdisciplinary elective course
3c	6c	6c	6c	6c	3c	6c	6c
Music Business	Publishing market and industry	Law and Enterprise	Comprehensive event logistics	University Education B	Workshop in media management	Elective workshops or activity	Elective workshop or activity
3c	3c	6c	6c	3c	3c	3c	3c
University Student Idiosyncrasies	Fundamentals of Anthropology	Human being and transcendence	Anáhuac Elective	Elective workshop or activity	Evaluation of investment projects for management	Classic and contemporary humanism	Anáhuac Elective
6c	6c	6c	6c	3c	6c	6c	6c
University Education A	Entrepreneurship skills	Leadership and high performance teams	Entrepreneurship and innovation	Ethics	Interdisciplinary elective course		
3c	3c	3c	6c	9c	6c		
Leadership and personal development							
3c							

Total 45c	Total 45c	Total 51c	Total 45c	Total 45c	Total 45c	Total 40.5c	Total 43.5c	LEADERSHIP & ENTREPRENEURSHIP STUDIES
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Professional Studies: 261 credits Anáhuac Studies: 54 credits Interdisciplinary Studies: 42 credits = 360 Total number of credits

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

- Direct and promote massive and business events.
- Direct and carry out scenic and cultural projects.
- Design, produce and promote products in publishing companies.
- Carry out and direct artistic talent in music and record companies.
- Create and promote innovative content in new media and video games.
- Detect, develop and promote artistic and sports talent.

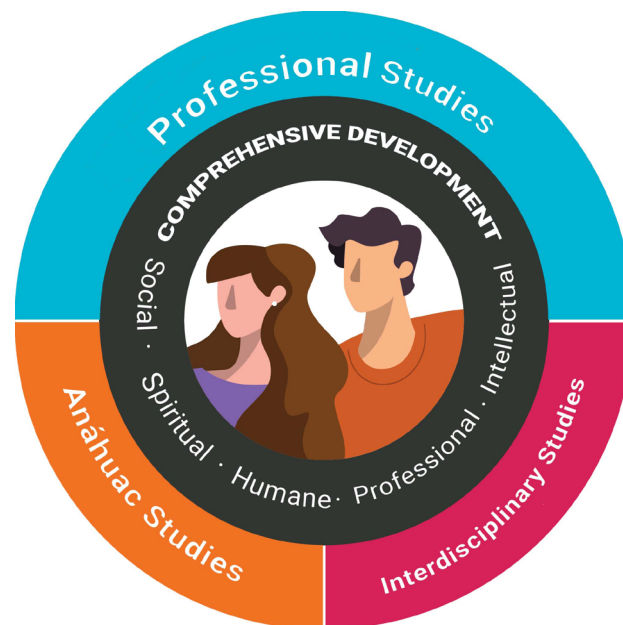
Employability

- Production companies for major, sporting and cultural events.
- Theme and amusement parks.
- Tourist entertainment projects.
- Artist booking and management companies.
- Publishing companies.
- Music and record industry.
- Video game creation companies.

Why choose Anáhuac Cancun University to study Entertainment Business Management?

- Anáhuac Cancun University is an international campus with students and professors from more than 43 nationalities.
- You will attend classes given by international scholars and lectures by global leaders within the industry.
- Linkage with the leading companies in the entertainment industry at the international level.
- Cancun and the Riviera Maya are venues for great shows of international stature.
- The tourist entertainment industry yearly grows in Cancun and the Riviera Maya.
- National and international academic trips. More than 200 exchange agreements with universities around the world to enrich your international experience.
- Multicultural education, the entire program taught in English, the universal language of entertainment.

2025 Model



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



THE INTERNATIONAL UNIVERSITY OF CANCÚN

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 you more than 20 areas of study as well as elective subjects that enable students to develop their skills in first-class sports facilities.

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>
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 Universidad Anáhuac Cancún

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