

International Business



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

The International Business student will contribute significantly to the international direction, growth and success of any business, deploying focused leadership skills to develop creative, innovative and competitive strategies to maintain any enterprise at the forefront of global success. Our students seek to foster and strengthen regional integration in turn positively impacting any global value chain. Students are skilled in interpreting, negotiating and applying knowledge of international trade treaties and investment agreements.

Accreditations

- Internationally accredited by ENQA (European Association for Quality Assurance in Higher Education) through the ACSUG Agency (Agency for Quality Assurance in the Galician University System)



- National accreditation from CACECA (Council for Accreditation in Administrative, Accounting and Related Sciences)



Agreements

- Membership in the ACBSP (Accreditation Council for Business Schools and Programs)



Focus

The program of study is aimed at developing leaders and innovation that fosters entrepreneurship and use of the latest technology, with an integral focus and an international, multicultural vision.

Professional Internships

The practicum subjects are intended to integrate theory and practice within the real context of professional work in order to connect and consolidate classroom learning with the experiences offered by the workplace.

Partnerships for Professional Internships

Anáhuac University has agreements with more than 100 national and international companies:

- Xoppal.
- Sinergia FC.
- *Corporativo Red Aduanera Peninsular SC.*
- SAT (Tax Administration Service/Customs).
- Ministry of the Economy.
- Full Trading.

Bachelor in

International Business

Leadership in the Global Environment

Graduate Profile

The Anáhuac University International Business graduate is a multidisciplinary person with a solid academic foundation that enables him or her to be competent in any profession. Individuals demonstrate a strong team work ethic, performing in the global business environment comes naturally to the graduates. They are proactive in identifying value creation opportunities, specifically those arising from global trade alliances and regional accords.



What will you do as an International Business graduate?

- Analyze the global business and macro economic landscape.
- Evaluate the risks that may arise from international trade.
- Identify international growth opportunities for companies.
- Design strategies for venturing into international markets.
- Learn to perform in multicultural work environments.
- Understand the importance of global supply chains.
- Understand the importance of international logistics as a source of competitive advantage for companies.

Why study International Business at Anáhuac Cancun University?

- You will receive classes from international professors and top lecturers and industry leaders.
- Our faculty have extensive professional experience in customs, logistics and international commerce.
- Through self-immersion in subjects on entrepreneurship and business incubators, you will develop skills that will prepare you to conceive and start up your own business idea.
- We have more than 300 exchange agreements with many of the world's leading universities in order to enrich your international experience.
- The university offers professional internships which allow you to apply your knowledge in world-class multinational corporations connected with international trade.

Employability

- Multinational companies.
- Foreign trade consulting companies.
- Freelance consultant.
- International trade departments of financial institutions.
- Customs agencies.
- Foreign trade development agencies.
- International trade organizations (World Trade Organization, International Chamber of Commerce, etc.)

2025 Model



Dual Degree with Coventry University in the United Kingdom

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

- Studying International Business 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	Data analysis I	Data analysis II	Business calculus	Operations research	Logistics International operation I	Interdisciplinary elective I	Case studies in international business
9c	6c	6c	6c	6c	6c	6c	6c
International business workshop	Strategic multinational enterprises	Geographic analysis of international business	Practical Issues of International commerce	International trade	Customs operations	Information technology	Interdisciplinary elective II
6c	6c	6c	6c	6c	6c	6c	6c
Principles of accounting	Intermediate accounting	Managerial accounting	International operations accounting	International finance	International finance administration	Logistics international operations II	International business implementation II
6c	6c	9c	6c	6c	6c	6c	6c
University education I	University education II	Financial statements analysis	Financial management	Legal Framework of International Business	Competitive analysis and strategy	Evaluating investment projects	Interdisciplinary elective III
3c	3c	6c	6c	6c	6c	6c	6c
Introduction to economics	Business economics	Financial mathematics	International economics	Anahuac elective II	Communication & personal branding	International business implementation	Minor IV - professional elective
6c	6c	6c	6c	6c	3c	6c	6c MINOR
Introduction to the enterprise	Anahuac elective I	Business law	Intercultural negotiation	Minor I - professional elective	Minor II - Professional elective	Global marketing	
6c	6c	6c	6c	6c MINOR	6c MINOR	6c	
Workshop or elective activity I	Principles of marketing	Leadership and high performance teams	Workshop or elective activity II	Ethics	Social responsibility and sustainability	Minor III - professional elective	
3c	6c	3c	3c	9c	6c	6c MINOR	
Leadership and personal Development	Introduction to anthropology	People and transcendence	Workshop or elective activity III		Classic and contemporary humanism		
6c	6c	6c	3c		6c		
College life	Entrepreneurship Skills		Entrepreneurship and innovation				
6c	3c		6c				
Total	Total	Total	Total	Total	Total	Total	Total
45c	45c	48c	48c	45c	45c	42c	39c

LEADERSHIP & ENTREPRENEURSHIP STUDIES

Professional Studies: 240 credits

Anáhuac Studies : 54 credits

Interdisciplinary Studies: 42 credits

= 336 Total number of credits

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 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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