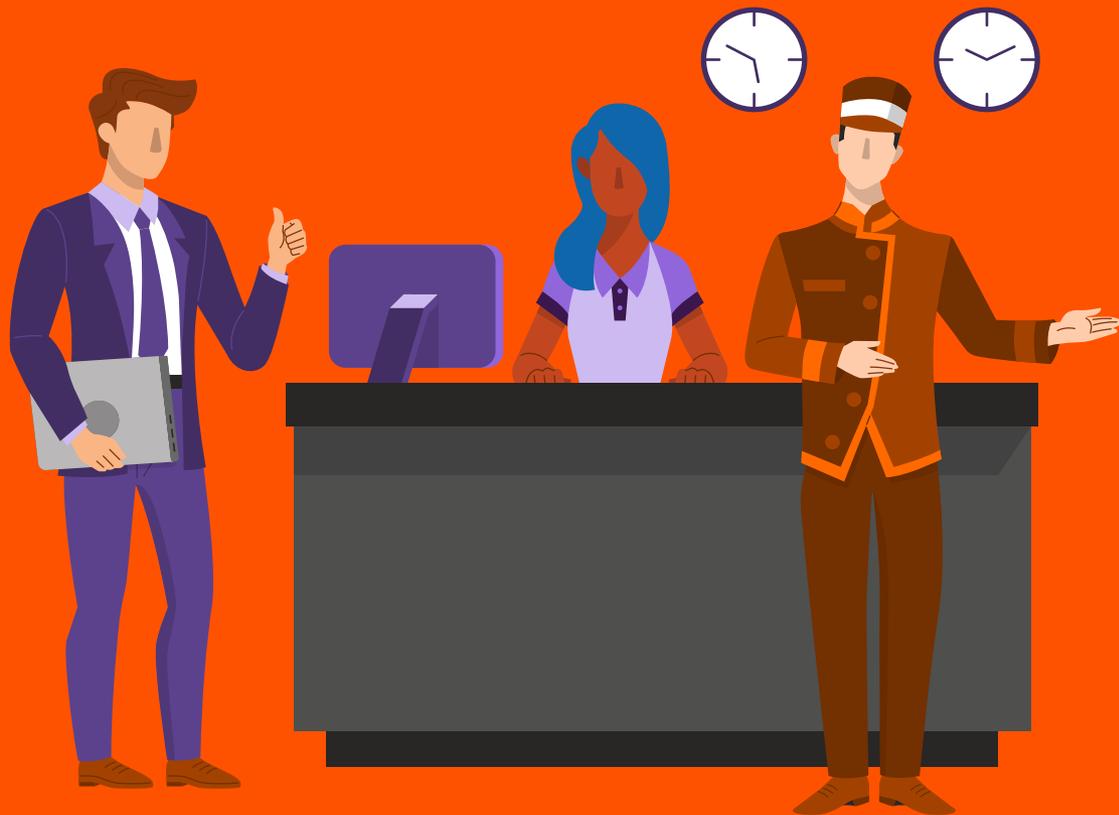


# International Hotel Management



**ANÁHUAC  
CANCÚN**



**LE CORDON BLEU™  
CANCUN**



**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 Hospitality

We study International Hotel Management to develop the professional, academic, and cultural competencies required by the global hotel industry, allowing us to make effective decisions based on the analysis, formulation, and evaluation of projects within this sector.

The International School of Hospitality is characterized for training leaders with a multicultural and strategic outlook that encourages innovation and competitiveness in the creation of hospitality companies that meet international standards.

## Focus

A strategic, multicultural, human focus for developing competence in executive management, leadership and creation of new businesses.

## Dual degree

Upon completion of your bachelor degree, you will receive a professional degree from Anáhuac Cancun University and another European degree from Le Cordon Bleu de Paris.



## Certifications

This program is certified by TedQual through the UNWTO Academy, which is responsible for implementing the Program of Studies for Education and Development of the World Tourism Organization.



## Accreditations

The International Hotel Management program has been accredited nationally and internationally by the CONAET (National Council for Quality in Tourism Education).



## Affiliations

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
- *Confederación Panamericana de Escuelas de Hotelería, Gastronomía y Turismo* (CONPEHT).
- *Asociación Mexicana de Centros de Enseñanza Superior en Turismo y Gastronomía* (AMESTUR)



## Internships

This is the dual program of studies that links the theoretical aspect with the practical. For two semesters, the student will undertake professional internships in the best national and international hotel chains, both in Mexico and abroad.

## Partnerships for Professional Internships

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

- Marriott International
- Grupo Playa Resorts
- Fairmont Hoteles & Resorts
- AM Resorts
- Grupo Posadas de México
- Rosewood Hotel Group
- Grupo Palace Resorts
- Meliá Hoteles Internationals
- Barceló Hotel Group

Bachelor in  
International Hotel Management



## Humane leadership and innovation

### Graduate Profile

The Anáhuac University International Hotel Management graduates are professionals in search of the truth. They follow international academic parameters, standards of social commitment, and human and ethical values. They can recognize the needs of the hotel industry and are capable of communicating and offering solutions that foster innovation and competition. They achieve an understanding of the global market based on a strategic, multicultural, and humane focus. They possess an entrepreneurial vision of sustainable and social leadership in line with the highest standards of quality, productivity, and professionalism.

## What will you do as a graduate in International Hotel Management?

- Implement and direct operational management of hotels and resorts.
- Create, propose and evaluate investment projects by detecting the market needs of the hotel and hospitality industry market.
- Create strategic guidelines for consolidating a hotel business.
- Innovate hotel management processes.
- Formulate proposals for creating new tourism and hospitality service companies.

## Why study International Hotel Management at Anáhuac Cancun University?

- Anáhuac Cancun University is an international campus with students from more than 43 different countries.
- You will receive classes from international professors, top lecturers and industry leaders.
- You will obtain a dual degree, one from Anáhuac University and a European degree from Le Cordon Bleu de Paris.
- Our campus is located in the most important tourist and hotel destination in Latin America. This destination won the 2018 World Travel Awards in the Latin American Category for Best Beach Destination, Best Business Travel Destination, Best Visitors' and Conventions Office, so you will complete your internships with leaders in the industry.
- Cancun was chosen by Forbes magazine as the "Best city in Mexico for doing business" due to its air connectivity, hotel infrastructure, and gastronomic offerings.
- Cozumel is the most visited cruise ship port in the world.

## Employability

- Highly prestigious hotel chains.
- Government tourist offices.
- Development of sustainable projects in the hotel industry.
- Hospital administration and executive management.
- Cruise lines.
- Management and organization of congresses and conventions.
- Eco-tourism companies.
- Theme parks.
- Casino management.

## 2025 Model



## Anáhuac Model 2025

### Study Plan

01 02 03 04 05 06 07 08

Introduction to the hospitality industry	Culinary techniques and Applications	Rooms division management	Internship I in the hospitality industry	Talent management in the hospitality industry	Development and management of hotel and vacation properties	Internship II in the hospitality industry	Evaluation of investment projects for executive management
6c	6c	4.5c	12c	6c	6c	12c	6c
Operation of hosting companies	Fundamentals of wine tasting and responsible drinking	Event management and organization	Information technologies for executive management	Tourism marketing I	Tourism marketing II	Social responsibility and sustainability	Consumer-oriented customer service strategies
4.5 c	4.5c	4.5c	6c	6c	6c	6c	6c
Research methods in social sciences	Managerial accounting for executive management	Statistics for executive management	Trends in the hospitality industry	Analysis of financial statements for executive management	Economics for executive management	Interdisciplinary studies elective	Business simulator for hotels
6c	9c	6c	6c	6c	6c	6c	4.5c
Introduction to the company	Mathematics for executive management	Food service executive		Management of foods and beverages	Quality management in the hospitality industry		Revenue management
6c	6c	6c		4.5c	6c		4.5c
Financial accounting for executive management	Workshop on Information Technologies systems for the hospitality industry	Housekeeping workshop		Professional studies elective	Professional studies elective		Professional studies elective
6c	3c	3c		6c MINOR	6c MINOR		6c MINOR
Law and the company	Interdisciplinary studies elective	Service workshop		Workshop on public relations in the hospitality industry	Professional studies elective		Integrative project
6c	6c	3c		3c	6c MINOR		4.5c
University student development I	Fundamental anthropology	Mixology		Elective studies workshop or activity	Workshop on sales in the hospitality industry		University student development II
3c	6c	6c		3c	3c		3c
Personal Leadership and Development	Entrepreneurial skills	High-performance teams and leadership		Entrepreneurship and innovation	Interdisciplinary studies elective		Elective workshop or activity
6c ROUTE L-E	3c ROUTE L-E	3c ROUTE L-E		6c ROUTE L-E	6c		3c
The University Student	Anahuac studies elective	The individual and transcendence		Ethics	Classic and contemporary humanism		Elective workshop or activity
6c	3c	6c		9c	6c		3c
							Anahuac studies elective
							3c

Total  
49.5c

Total  
49.5c

Total  
42c

Total  
24c

Total  
49.5c

Total  
51c

Total  
24c

Total  
46.5c

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.

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Mexico's fastest **growing city**.

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

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**High ranking** quality of life.

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**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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 Universidad Anáhuac Cancún

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