

BUSINESS AND ECONOMICS SCHOOL

STRATEGIC PLAN 2025–2027: LEADING BEYOND BUSINESS

Universidad Anáhuac México

Overview

In a context of accelerated technological and social change, the Business and Economics School (BES) embraces the challenge of remaining relevant and competitive with a distinctly human focus. Under the 2025–2027 BES's Strategic Plan, we advance toward the Anáhuac 5.0 vision:¹ an innovative, humanistic approach that consolidates an integral formation model, combining academic excellence with an entrepreneurial mindset and ethical ambition across every endeavor.

Our value proposition is person-centered, integrating professional development with Christian humanism to form leaders who generate positive impact in society. The Anáhuac 5.0 vision catalyzes purpose-driven research and the use of advanced learning technologies to personalize education, enabling each student to progress according to his or her capabilities. This interdisciplinary approach ensures that our graduates solve complex problems and stand out globally for integrity and strategic vision.

Mission

To instill in young men and women a profound human and professional education in economics and business that is recognized internationally and to ensure they excel as leaders to transform the Mexican society in a positive way.

¹ Vision Anáhuac 5.0 constitutes the strategic cornerstone of Universidad Anáhuac México, designed to respond resolutely to the challenges of the present and the future.

Vision

We consolidate our position as a business school of global reference, recognized for the integral formation of leaders and the high impact of our graduates. Faithful to our Catholic identity and Christian humanism, we educate professionals capable of solving global challenges through an interdisciplinary approach and cutting-edge research. Enabled by technology that personalizes the learning experience, we elevate individual talent to transform society under the premise of **leading beyond business**.

Value Proposition

The School's identity is defined by a "Leading Beyond Business"² philosophy, rooted in Christian humanism and centered on the following pillars:

Person-Centered Approach: Integrating educational and professional development focused on the whole person.

Ethical Leadership: A commitment to develop ethical judgment capabilities and social consciousness, enlightened by a Christian humanistic approach.

Entrepreneurial Mindset: Fostering innovation and ambition to generate value for society.

Social Advancement: A genuine dedication to societal progress through well-established community service initiatives.

Comprehensive education: An approach that holistically integrates human development.

Leadership: A strong focus on leadership education and development, supported by academic programs, leadership initiatives, and alumni engagement.

Assurance of Learning – Student Learning Objectives

For the entire BES program portfolio, our student learning objectives are:

- Communication
- Critical Thinking
- Professional Competence
- Leadership
- Integral Formation

² "This motto emerged from the strategic planning process that defined the newly branded Anáhuac Graduate School of Business.

Strategic Lines and Objectives 2025–2027

In accordance with the university's overarching strategic framework, following consultation with the School's stakeholders and a benchmarking exercise, the BES has defined the following specific strategic objectives.

STRATEGIC LINE 1: ACADEMIC EXCELLENCE AND INNOVATION

- a. To innovate academic programs through technology.
- b. To strengthen research output.
- c. To expand internationalization efforts.

STRATEGIC LINE 2: ANÁHUAC IDENTITY AND COMPREHENSIVE FORMATION

- a. To deepen personnel alignment with the University's institutional values.
- b. To promote a culture of "open reason".
- c. To foster holistic student support and mentorship.

STRATEGIC LINE 3: STRATEGIC LINKAGES FOR SOCIAL OUTREACH

- a. To cultivate social awareness within the University community.
- b. To strengthen external partnerships and alumni relations.
- c. To improve institutional visibility and positioning.

STRATEGIC LINE 4: INSTITUTIONAL DEVELOPMENT AND QUALITY

- a. To expand postgraduate and continuing education offerings.
- b. To grow undergraduate enrollment (in south campus).
- c. To advance infrastructure development.