

# SUMMER SCHOOL



Anáhuac  
México

## Global Business Trends in México

July 6-24, 2020



Somos Anáhuac México • Líderes de Acción Positiva



## WHY MEXICO CITY?

Mexico City is the capital of the country and one of the most important political, cultural, educational and financial centers of America. It is one of the 10 largest cities in the world, classified by The New York Times as “the metropolis that has it all”. Mexico City is a cosmopolitan city, ideal for encounters with the historical past; a destination that offers a great cultural, gastronomic and architectural diversity.

## WHY UNIVERSIDAD ANÁHUAC MÉXICO?

Universidad Anáhuac México is a private higher education school founded in 1964 in México City as an essential element within the educational project of the Legionaries of Christ.

Nowadays, Universidad Anáhuac México is recognized nationally and internationally as one of the best universities in the country. According to the QS World University Ranking 2019, Universidad Anáhuac México ranked third in the national ranking of the Top 10 of the best universities in Mexico for the second year in a row. Due to the high academic quality of its undergraduate and graduate programs, Universidad Anáhuac México has 16 national and 6 international accreditations.



# SCHOOL OF BUSINESS AND ECONOMICS



The School of Economics and Business is a trainer of enterprising men and women who lead or work in the most important companies of Mexico and the world.



The comprehensive training offered by Universidad Anáhuac México makes students able to generate innovation with strategy and take advantage of the advances of technology, but regarding people and the environment.

Mexico is one of the most important growing economies in Latin America. This Summer School will provide you with the necessary tools to detect business opportunities in Mexico, through a high-quality academic experience, visits to the most prestigious companies in Mexico, opportunities to network and learn about Mexican culture.

## SYLLABUS

### WEEK 1

- Mexico: History, Art and Culture
- Perspectives of the Mexican economy
- Mexico's political analysis
- Strategic sectors of Mexico

### WEEK 2

- Business structure in Mexico
- Corporate Governance and Family Businesses
- Entrepreneurship
- How to do Business in Mexico?

### WEEK 3

- Emerging markets
- Mexican Financial System
- European Organizations in Mexico

## CULTURAL VISITS

### WEEK 1

- Welcome meal at San Angel Inn restaurant
- Visit to the National Museum of Anthropology
- Visit to the Interactive Museum of Economics
- Visit to the archaeological zone of Teotihuacán


### WEEK 2

- Visit to one of the most important international companies established in Mexico
- Tour by Turibus
- Visit to the Gardens of Mexico

### WEEK 3

- Visit to Banco de México
- Visit to an assembly plant in Puebla
- Visit to a Talavera factory in Puebla
- Meal in Puebla's downtown





**ALL CLASSES  
WILL BE TAUGHT  
IN ENGLISH**

**3  
WEEKS**

**40  
HOURS**

## **PRICE**

**\$ 47,500**  
MEXICAN PESOS  
(\$2,500 US dollars)\*

### **INCLUDES:**

- Academic program
- Cultural visits
- Lodging in a double room in a hotel in Mexico City (breakfast included)
- Farewell dinner
- Transportation:
  - Hotel-Campus/Campus-Hotel
  - Cultural visits

**\$ 28,500**  
MEXICAN PESOS  
(\$1,500 US dollars)\*

### **INCLUDES:**

- Academic program
- Cultural visits
- Farewell dinner
- Transportation:
  - Cultural visits

\*Exchange rate: \$19 mexican pesos per dollar

# SUMMER SCHOOL

**Deadline to apply:**  
May 13, 2020



@AnahuacGlobal

**For more information, please contact:**

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