

# COURSES

1 <sup>st</sup> semester	2 <sup>nd</sup> semester	3 <sup>rd</sup> semester	4 <sup>th</sup> semester	5 <sup>th</sup> semester	6 <sup>th</sup> semester	7 <sup>th</sup> semester	8 <sup>th</sup> semester
Introduction to the Hospitality Industry 6c	Heritage Tourism and Geography 6c	Fundamentals of Macroeconomics 6c	Social Responsibility and Sustainability 6c	Budgetary Accounting 6c	Tourism Planning 6c	Trends in the Hospitality Industry 6c	Tourism Destinations Management 6c
Tourism Marketing 6c	Fundamentals of Microeconomics 6c	Consumer Behavior in the Hospitality Industry 6c	Tourism Technology 6c	Branding for Tourism Companies 6c	Tourism Product and Experience 6c	Practicum Tourism Administration 18c	Strategic Planning and Management 6c
Introduction to Business 6c	Accommodation Business Administration 6c	Sustainability in Tourism 6c	Practicum Tourism Administration 18c	Quality and Certification Systems for Tourism 6c	Events, Congresses, and Conventions 6c		Coaching 6c
Fundamentals of Accounting 6c	Managerial Accounting 6c	Transport and Travel Agencies 4c		Human Capital for the Hospitality Industry 6c	Legislation for Tourism Companies 6c		Design and Assessment of Tourism Projects 6c
Research Methods in Social Sciences 6c	Food and Beverage Company Management 6c	Descriptive Statistics 6c		Fundamentals of Finance for Tourism 9c	Entrepreneurship and Innovation 6c		Practicum III Tourism Entrepreneurs 6c
Workshop or Activity I 3c	Professional Elective I 6c	Professional Elective II 6c		General Elective I 6c	Financial Management 6c		Professional Elective IV 6c
Being University Student 6c	Workshop or Activity II 3c	Workshop or Activity III 3c		Professional Elective III 6c	General Elective II 6c	Leadership 6c	
	Person and Meaning of Life 6c	Ethics 9c		Person and Transcendence 6c	Classical and Contemporary Humanism 9c		

C= Credits

239 Professional Block credits 42 Anáhuac Block credits 45 Elective Block credits = 326 total credits

\*This reference plan is a suggestion of the order in which you can take the subjects; however, you can make the necessary adjustments to best fit your study plans. In its design, the faculty considered the complexity and progression of the subjects' contents.