



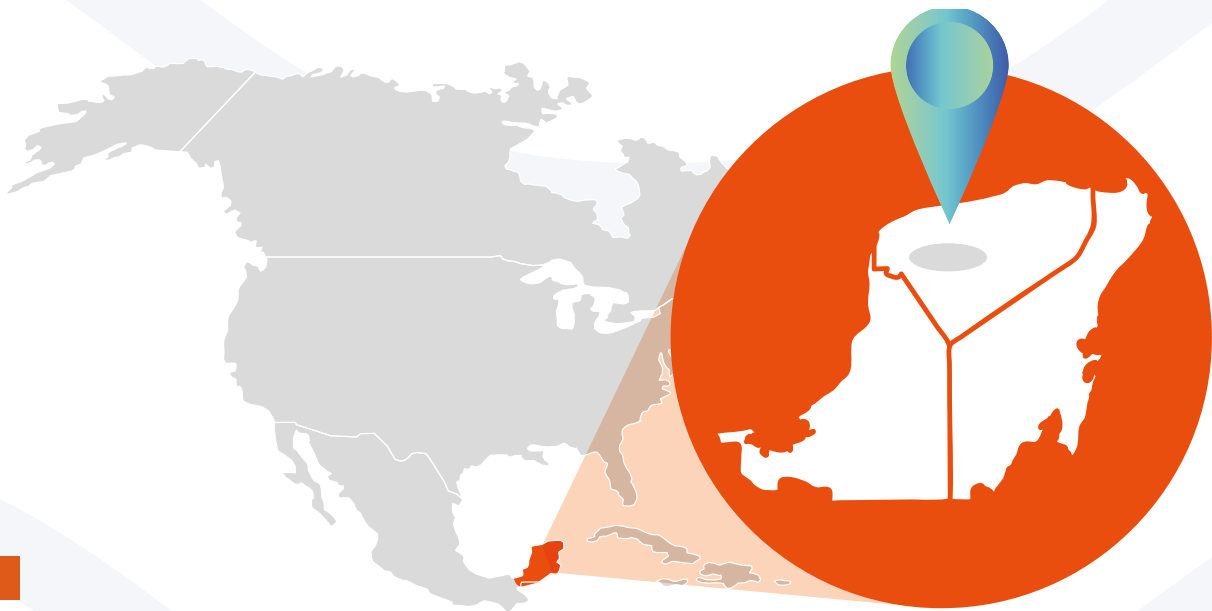
JULY
10 - 15

ANÁHUAC MAYAB

SUMMER SCHOOL

Mérida, Yucatán
2023





Why Merida, Yucatan?

Yucatan, located in the southeast of Mexico, is considered one of the safest regions in the country. It outstands for its lifestyle, cultural flamboyance and excellent infrastructure in medical and educational services.

Merida, the capital of the state of Yucatan, is leader in Higher Education in the southeast region of the country. This colonial city with a strong Mayan cultural heritage has been named among the top places in the world to visit and the American Capital of Culture in 2000 and 2017.

The city is recognized for its calm and quiet lifestyle, bustling neighborhoods, rich cultural heritage and pollution-free environment. Merida is surrounded by many spectacular attractions both natural and cultural; from the beautiful beaches of the relaxed town of Progreso, to the world famous Mayan ruins of Uxmal, Mayapan and Chichen Itza. The options to discover great places near the capital are numerous.



Considered a pole of innovation; it holds one of the largest networks of entrepreneurs in Mexico



Top nudge companies and major developments



Job opportunities and a thriving economic environment



“PERFECT PLACE TO STUDY”



Why Anahuac Mayab?

This will be the most exciting journey that you will experience in terms of discovering new technologies, global innovation business trends and sustainable models, learning from real life scenarios. Surrounded by a diverse and international academic environment, with a transformative learning focus and enjoying Merida's cultural and gastronomic offering in the full swing of summer you will be able to deepen your cross-industry insights and become inspired to lead innovatively and drive change. Lecturers are experts in their chosen fields and are committed to teaching with academic excellence. Our faculty are actively involved in academic research, and many advise international-leading companies and Government agencies.



“The experience was incredible, the difference with the culture of Europe is something that can enrich you. Merida is very pretty and safe. At the University you can get involved in many interesting activities.”

Ettore Simone Tortora.

Università degli studi di Milano-Bicocca, Italy.
Management & Finance.



“This exchange allowed me to open myself to different cultures, beside the European and French culture. I have improved my level of Spanish, which was one of the most important goals.”

Pauline Camus.

EDHEC Business School, France.
International Business.

Undergraduate students and Graduate students need to be prepared to take advantage of the latest global innovation trends, entrepreneurial opportunities, and sustainable issues. To achieve immediate and lasting success, Anahuac Summer School helps experienced students & professionals identify and explore the most pressing matters challenging the way we understand the world and changing global landscapes.

AREAS OF KNOWLEDGE

1) Innovation & Technology

“Innovation is the specific instrument of entrepreneurship endowing resources with a new capacity to create wealth”. Learn how and when react to market disruption and drive change. Learn to leverage game changing opportunities from a fast-changing business landscape. Understand the process of innovation and the role of technology in driving innovation. Develop skills in ideation and concept development for new technologies. Apply tools and methods for product design and development. Evaluate strategies for commercializing new technologies. Analyze diffusion and adoption of innovation and its impact on society.

3) Entrepreneurship & Economic global trends

Rethink what you know, recalibrate your skills, build the resilience, innovation mindset, agility, to understand the global economic landscape and its impact on entrepreneurship and business development. Evaluate the characteristics of successful entrepreneurs and the skills and strategies needed to create and manage a successful business. Assess market research and analysis techniques for identifying business opportunities and developing successful business strategies. Apply business planning and management strategies to create and sustain a successful business in a global context.



2) Sustainability & wellbeing

Analyze the interrelationships between environmental, economic, and social systems in sustainable development. Evaluate the key sustainability challenges facing society, including resource management, climate change, biodiversity, and sustainable urbanization. Assess the policies, practices, and technologies that support sustainable development. Apply sustainability frameworks to real-world sustainability challenges. Explore how all stakeholders: governments, multinational corporations, or NGOs and civil society must cooperate in order to jointly overcome the global challenges of the 21st century.





“ADULTS CAN PLACE TO STUDY”
PERFECT CAREER

IMPORTANT INFORMATION

SUMMER SCHOOL DATES

From July 10th to the 15th

COST: €1,250

Payment 1 \$450 euros (June 19th)

Payment 2 \$800 euros (July 3rd)

WHAT IT'S INCLUDED?

- Tuition for 1 course at Anahuac Mayab (3 ECTS)
- Accommodation for 7 nights
- Breakfast and Lunch
- Daily transportation Hotel – Anáhuac – Hotel
- Day Trip to Chichen Itzá
- Local Cuisine Workshop
- Fieldtrips to Local Businesses
- Cultural activities
- Welcome Kit
- Closing Ceremony and Diploma

*Not Included

- Airfare
- Transportation from and to the airport
- Dinners
- International Insurance

CONTACT OUR SUMMER TEAM

anahuacmid.mx/summer-school

Contact information:

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PERFECT PLACE TO STUDY