



**Anáhuac Mayab
International**

Courses in English 2019
Universidad Anáhuac Mayab

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Index

Term 1: January – May	2
Term 2: August – December	10



Courses in English 2019

Term 1: January – May

School	Subject	Code	Description
Business	Financial Planning Credits: 6 Hours of lecture per week: 3 Level: Professional	FIN 2238	In this course the student should be able to formulate a company's financial planning, selecting the appropriate methodology that corresponds to the purposes and characterization of the company. He will consider the elements of short- and long-term financial administration as well as modern techniques of risk management in global markets. He should evaluate the viability of the financial planning available through simulators, using specialized computer package and should link financial planning with strategic decision making in the company.
Business	International Strategic Cases Credits: 6 Hours of lecture per week: 3 Level: Professional	NEI 2203	In this course the student will identify and recognize the strategies of success stories, as well as the main variables of cases of failure. Develop a business plan for a global company; and develop and implement competitive strategies for the different functional areas of international business, according to their rotation.
Business	Business English Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM3322	The student will be able to produce documents and professional presentations in English with quality. Understanding the importance of transparency and accountability to different stakeholders in organizations, for the generation of trust and value in the long term.
Business	Organizational Behavior Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM4318	In this course the student will be able to determine the individual, situational and environmental factors that influence human behavior starting with the analysis of the individual seen from personal philosophy. He will participate in different circles of action of the individual within the organization: person, teams and organization,



			being able to propose strategies and mechanisms headed to improve the performance of the person within the organization.
Business	Political Marketing Credits: 6 Hours of lecture per week: 3 Level: Professional	MER3226	In this course, the student will detect electoral marketing needs by determining public opinion and the influence it has on the electoral processes. He will design political campaigns using marketing and communication tools. Finally, he must evaluate electoral markets using technological tools.
Business	Selected Topics International Business Credits: 6 Hours of lecture per week: 3 Level: Professional	NEI1305	In this course the student will develop his ability to work in collaboration with professionals from other disciplines. He should complement his professional training with cutting edge topics. Finally, the student will put in use the basic knowledge of his profession when relating them to innovative themes and in the development of new ideas.
Business	Leadership Skills In Tourism Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM2202	Define the person and the human, intellectual, social and transcendent dimensions. Analyze the leadership definition and its different visions. Compare the authority concepts and authoritarianism in the leadership effective guide. The subject explains the leadership of positive action and the importance of its human form. It also evaluates the actual Mexican situation in the world, and the transcendence of the Anahuac leadership as a progress and ethic guide.
Business	Innovation and Creativity Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM 2212	Develops new attractive concepts, products, or creative services and at the same time these ideas will be based on opportunity niches and in the consumer characteristics. They will be able to solve different areas problems of a business using creative thinking strategies, implementing improvement with other non-identified methods that brake schemes



			and paradigms in a sustainable way. The student will also evaluate with objectivity the innovation and creativity in other's people projects.
Business	Tourism Planning Credits: 6 Hours of lecture per week: 3 Level: Professional	TUR 3307	Identify the elements of the touristic planning process and its technical process in the creation of the supply and in the development of alternatives for the touristic destinies. Design a master plan proposal for a touristic destiny, with a large-term sustainable approach from the application of specific methodology. The student will evaluate the impact and ethical or social implications that the planning process affects over the physical spaces, its natural resources and the involved human communities.
Business	Trends In Hospitality Industry Credits: 6 Hours of lecture per week: 3 Level: Professional	TUR4302	Identify the social, economic, politic, cultural tendencies which most directly affect in the hospitality industry and analyze its positive or negative repercussions. Develop new touristic businesses or improve the existing ones with the touristic tendencies' bases. Valuate the ethical implications of the tourism tendencies.
Business	Sensory Evaluation Credits: 6 Hours of lecture per week: 3 Level: Professional	GAS3305	This subject is about using the senses as a tool for evaluating the foods quality, from supplies and processes to finished meals.
Communication	Digital Advanced Live Television Production Credits: 6 Hours of lecture per week: 3 Level: Professional	TEL 2210	Students will be able to design, direct, and produce television programmes of various genres and formats, either on Location or Tv Studio facilities, both in creative and innovative way.

Communication	Global Leadership Skills Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM 2228	Design a leadership project and social commitment, implementing and coordinating various groups management methodologies.
Communication	Legislation and Globalization of Communication Credits: 6 Hours of lecture per week: 3 Level: Professional	DER3340	Students coursing the sixth semester of communication will learn, analyze and comprehend the laws that apply to their communication projects. This way they can be assured their future projects will be protected and respect de integrity of others, as well as the ethics to create quality content for society.
Communication	Practicum 1: Laboratory of Management of Trans mediate Companies I Credits: 6 Hours of lecture per week: 3 Level: Professional	INT3337	Students will learn the antecedents and state of art of the environment of transmedia companies to develop a proposal projects that aim to generate transmedia content. Research for information that supports the production of that project.
Communication	Sound Scenarios for Broadcasting Credits: 6 Hours of lecture per week: 3 Level: Professional	RAD3304	Sonorous sceneries are elements that generate the sensation of being in a context through sound effects. It's very important for radio production and broadcasting to be able to generate these effects to produce the desired reaction in the audience and better communicate the message.
Engineering	Human Resources Management Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM 2234	Determine the behavior that the organization has with respect to different theories of management to contribute to staff development. Establish staff motivation programs achieving human integration into the organization, and compliance with organizational goals. Instruments designed to assess the performance of human personnel, integrating a system of fair compensation for the worker. Establish mechanisms conducive working environment to achieve organizational goals and staff welfare. Design and implement leadership programs that enable staff to potentiate their skills and become a tool for growth and improvement in the organization.

Engineering	Integrated Manufacturing Systems & Practice Credits: 6 Hours of lecture per week: 3 Level: Professional	IMEC2222	Basic manufacturing processes with an emphasis on metal formation and machining; current trends in manufacturing processes including polymer, ceramic and composite material processing; introduction to numerical control and computer integrated manufacturing.
Engineering	Industrial Robotics Credits: 6 Hours of lecture per week: 4.5 Level: Professional	IMEC 2209	The robot like a mechanism, hard movements and homogenous transformations, direct and inverse kinematics, dynamic model, control of manipulators, industrial applications.
Engineering	Digital Signal Processes Credits: 6 Hours of lecture per week: 4.5 Level: Professional	CMP 2218	The student will use the tools of the basic information transmission theory, representation of signals in pulse terms, fundamentals of digital modulation and digital design techniques in the assessment of digital signal processing systems.
Engineering	Highway and Railroad Design Credits: 6 Hours of lecture per week: 4.5 Level: Professional	ICIV 2225	Integrates basic knowledge of construction areas, structures, geotechnical, environmental, surveying and systems in the study of techniques for the design of roads, railways, airports and ports.
Engineering	Artificial Intelligence Credits: 6 Hours of lecture per week: 4.5 Level: Professional	SIS 2213	The student will apply basic principles of Artificial Intelligence to the program development using a symbolic language.
Engineering	Concrete Technology Credits: 6 Hours of lecture per week: 4.5 Level: Professional	ICIV3309	Acquire extensive knowledge about the use of cement and concrete as building material. To know the diverse technologies associated to the design of mixtures and production of the concrete in order to apply them to solve practical problems.
Engineering	Integrated Enterprise Systems Credits: 6 Hours of lecture per week: 4.5 Level: Professional	IIND2227	Students learn how to develop a methodology to enable the integration of human and administrative resources into the ISO 9000:2000 system, process automation, ERP's and Supply Chains.



Engineering	Product Engineering Credits: 6 Hours of lecture per week: 4.5 Level: Professional	IIND2303	Identify an opportunity through an idea to produce a product or company. Design and build a workforce with the skills to realize the vision of the new product or company, determining the necessary resources. Evaluate the value of the company to implement it and / or sell the project. Get capital to fund the plan.
Engineering	Strategic Planning Credits: 6 Hours of lecture per week: 4.5 Level: Professional	ADM4312	This course develops an undertaking strategic mentality and vision, focusing on service philosophies and strategic planning methodology. Students are introduced to basic planning concepts in order to solve strategic management problems.
Engineering	Software Quality Assurance Credits: 6 Hours of lecture per week: 4.5 Level: Professional	SIS2204	The student will evaluate the quality of a software process using the principles of quality assurance in ISO and CMM, ISO9126 and MECA models and international quality standards.
Engineering	Integrated System Implementation Credits: 6 Hours of lecture per week: 4.5 Level: Professional	SIS3311	In this subject the student designs a work plan for the implementation of an ERP in an organization, carrying out the studies of business needs and their relationship with an ERP. Recommendations: have a laptop.
Engineering	Computer Aided Manufacturing Credits: 6 Hours of lecture per week: 4.5 Level: Professional	IMEC3305	AUTOCAD software will be used in order to create two and three-dimensional drawings which will stimulate the creativity and develop spatial abilities of the student.
Engineering	3ds Max TECH CERTIFICATION Credits: 6 Hours of lecture per week: 3 Level: Professional	ANM2219	The integrative subject where the student will review the thematic content of the 3D software for the accreditation of the Autodesk creative package. Students will have the possibility to be certified in this area Prior knowledge related to the management of a 3D software, as well as basic knowledge of animation and 3D modeling. Recommendations: Consider high-performance computing equipment.



<p>Architecture</p>	<p>Urban Projects and Design Credits: 6 Hours of lecture per week: 3 Level: Professional</p>	<p>ARQ 2223</p>	<p>In this course, the student will plan, design and organize complex projects to a draft level so it can relate with the urban environment that demands his intervention. Create a balance relationship between the architectonic and the urban for the benefit of the users and community. Diagnose and predict with critical sense, the urban impact of a Project, through the site analysis, favoring the integral benefit of the person and community in a local, regional, national and international level.</p>
<p>Architecture</p>	<p>Projects and Architectural Recycling Credits: 6 Hours of lecture per week: 3 Level: Professional</p>	<p>ARQ 2224</p>	<p>In this subject the student designs projects of intermediate complexity through drawings and models for the recycling of buildings responding to the requirements of new users, projecting changes in a propositional way from drawings and models that respond to the current demands, social and cultural activities.</p>
<p>Architecture</p>	<p>Landscape Architecture Credits: 6 Hours of lecture per week: 3 Level: Professional</p>	<p>ARQ2205</p>	<p>In this subject the student understands the physical relations of the landscape with the architecture and the urban space, through spatial and visual analysis, identifying the components and design elements in the landscape architecture for its application in urban projects, integrating an integral design of the landscape in relation to the architectural work, taking into account the benefit and integrity of the individual with his physical environment and the sustainable relationship with ecology and the environment.</p>
<p>Architecture</p>	<p>Experimental Architectural Projects Credits: 6 Hours of lecture per week: 3 Level: Professional</p>	<p>ARQ2231</p>	<p>The practice of contemporary design is in a process of rapid evolution. While computer-aided design systems have been used for decades, only recently new paradigms and design methodologies have been opened: algorithmic design and parametric design. These methodologies have been developed by professionals and researchers who operate in the domain of computer systems programming. The student will use alternative methodologies to optimize resources, formal explorations and rationalization of complex geometries to project human environments that meet the needs of people.</p>



Design	Web Programming Credits: 6 Hours of lecture per week: 3 Level: Professional	CMP3306	This subject allows the student to know the tools used in web design processes, understanding and applying the main languages of layout and programming, for application in functional sites and capable of solving requirements.
Design	Contemporary Productions Credits: 6 Hours of lecture per week: 3 Level: Professional	DIS2202	Students judge, evaluate and conceptualize design projects using the knowledge they have acquired in culture, art and technology.
Design	Design Leadership Abilities Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM222	Elaborates strategic plans which link the role of the leaders with the communication of the organizational culture, instilling confidence, motivation and competitive efficiency inside the organizations of production of design leading them through multidisciplinary groups, minimizing the conflict among persons and point them towards the achievement of goals and group.
Design	Design Trends Credits: 6 Hours of lecture per week: 3 Level: Professional	DIS2204	In this subject, the student learns about the most important design movements of the world, their cultural and identity traits, in order to value their impact from the ethical and aesthetic perspective.
Design	Fashion Merchandising Credits: 6 Hours of lecture per week: 3 Level: Professional	MER3310	The student gathers basic knowledge of marketing, administration, communication, and sales, analyzing the needs of diverse markets in order to establish successful business models in the fashion industry.
Design	Fashion Technology Credits: 6 Hours of lecture per week: 3 Level: Professional	CMP 4302	Uses the benefits of new technologies for the design and production of innovative styles taking advantage with its relationship with fashion to exploit new areas of opportunity.

Design	Advanced Digital Pattern Making Credits: 6 Hours of lecture per week: 3 Level: Professional	IIND3314	The student increases his knowledge in the digital pattern making software, finishing with the printing of markers, the resources efficiency and the reduction of wastes in mass productions.
Design	Select Topics of Communication, Architecture, Art and Design Credits: 6 Hours of lecture per week: 3 Level: Professional	COM1302	Develops his ability to work in collaboration with professionals from other disciplines, complementing his professional training with cutting-edge topics and developing new ideas.
Law	Legal Systems Evolution Credits: 6 Hours of lecture per week: 3 Level: Professional	DER2280	This course allows to know the great juridical systems and the legal families from a comparative and historical perspective and allows to develop its activities in a context international.
Law	Legal English Credits: 6 Hours of lecture per week: 3 Level: Professional	DER 2283	This course presents the institutions and the terms of legal English and its translation into Spanish, expands the job profile of the student by allowing operate in an international context serving in organizations, companies and other international institutions and advising on matters involving the Anglo-Saxon legal system.
Law	Public Administration International Treaty Credits: 6 Hours of lecture per week: 3 Level: Professional	DER3293	Analyze the foundations of the juridical doctrinal bases that support the process of subscription and adoption of international treaty on behalf of Mexico, as well as to understand the relation and subsequent responsibility for their neglect on such agreements, this allows the student to adequate actions that guarantee the inclusion of the public politics and other government actions for the protection of fundamental human rights and social wellbeing.
Medicine	Selected Topics of Surgery Credits: 3 Hours of lecture per week: 1.5	MED 2226	Though this subject the student will identify the characteristics of the patient with surgical pathology and will propose general management strategies that respond to the need for multidisciplinary leadership,

	Level: Professional		centered on the dignity of the human person, the common good and the development and transformation of society.
Nutrition	Artificial Nutrition Credits: 6 Hours of lecture per week: 3 Level: Professional	NUT 2216	Provides useful knowledge to acquire the competence to administrate nutritional support.
Nutrition	Leadership Abilities In Health Sciences Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM2288	Provides the competence to lead groups and to use material and human resources in order to accomplish health care institution vision.
Nutrition	Functional Food Credits: 6 Hours of lecture per week: 3 Level: Professional	NUT2233	Theoretical subject. This subject allows the student to know the chemical and functional characteristics of foods with therapeutic effect, acquires the ability to identify the main functional foods, nutraceuticals and their characteristics, as well as apply the knowledge acquired through a specific diet therapy to prevent different types of diseases. Prior knowledge on organic chemistry, biochemistry, food analysis, toxicology, food selection and preservation, and diet therapy are required. Recommendations: No specific recommendations.
Nutrition	Pediatrics Credits: 6 Hours of lecture per week: 3 Level: Professional	SLD2215	Provides the competence to propose pediatric specific treatment considering their conditions and the psychosocial impact for the individuals and their families.
Nutrition	Quality In Health Credits: 6 Hours of lecture per week: 3 Level: Professional	SLD2203	Analyzes food at any food service (public or industrial) considering quality and nutritional value according to established quality standards.
Nutrition	Integrated Nutrition Credits: 6	NUT2237	Reviews vanguard concepts of different nutrition areas: clinical, communitarian and food services.

	Hours of lecture per week: 3 Level: Professional		
Nutrition	Nutrition Psychology Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI3308	Theory subject: In this subject the student effectively relates psychology to the nutrition process, explains the psychological and behavioral characteristics of each stage of life and identifies the main psychological factors involved in eating. The student visualizes the human being as a bio-psycho-social entity. Link the program to: Person and sense of life and Ethics.
Dentistry	Restorative Dentistry Therapy Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2230	Restore function and aesthetics to the teeth of our patients is a successful work to improve the quality of life, of the same. The Surgeon Dentist Anahuac knows the importance of the function and aesthetic requirements demanded by our society today, thus establishing treatment plans that would achieve an easier reintegration into the life of relation, considering the basic needs of the patient function and aesthetics.
Dentistry	Advanced Orthodontics Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2225	The science of orthodontics sets the correct parameters of the occlusion and cosmetic dentistry, the dental surgeon Anahuac, is prepared on this subject with the necessary elements that will identify opportunities, the anomalies in patients with a growth problem and craniofacial development, guidance and where appropriate, providing treatments aimed at correcting such defects, which are important for oral health.
Dentistry	Rehabilitating Therapy in Implantology Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2234	The knowledge of implantology allows the dental surgeon Anahuac, the ability to offer comprehensive treatment options to patients, enabling them to achieve a quality of life than that prevailing in the absence of teeth and affects both masticatory function and relation to the life of the patient.

Psychology	Human Sexuality Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI 2241	Through this subject the student strengthens knowledge about sexuality and human reproduction. Explains the various components involved in the formation of sexuality in children.
Psychology	Development of Human Capital Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM3310	This class has no pre-requisite. The course is a review of basic concepts of personnel management such as recruiting and selection techniques, interviewing and testing, job position description and analysis, human resource satisfaction, assessment of development and techniques to promote personnel permanence.
Psychology	Case Integration Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI 2285	This course is particularly important because it integrates the graduate professional work, as the same are combined diagnosis of learning difficulties in children, adolescents and children with differing abilities and needs, developing intervention strategies, among others: critical thinking, independent learning, continuing education, comprehensive training, teamwork and ethical judgment, taking into account the basic cognitive processes, and evaluation of results after administration of the intervention strategies.
Psychology	Neuropsychology Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI3312	This class has a pre-requisite, the completion of Cognitive Processes III. The course is a review of principles and techniques for neuropsychological evaluation, differential diagnosis and effective choosing of instruments and techniques for assessment and treatment of specific disorders and disfunctions.
Psychology	Fundamentals Design And Innovation Credits: 6 Hours of lecture per week: 3 Level: Professional	PED3303	This course will provide the technical and methodological elements to design curriculum projects that tend to innovate, meeting the needs of current and projected world best educational processes with adherence to professional ethics and where the focus of these projects is the person. Having a solid background in this area allows students to strengthen their academic leadership in the settings in which they will



			play in work. The field of curriculum development involves skills that are specific to the teacher almost exclusively, since it is the only professional who is trained in this area while other professionals will learn and practice without training for it.
Psychology	Consulting And Family Therapy Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI3315	The course is a review of essential systemic notions for clinical interventions, such as genograms, multigenerational patterns, structural view of families, roles and boundaries and the basic assumptions of functional and dysfunctional families.

Term 2: August – December

School	Subject	Code	Description
Architecture	Projects VII: Urban Design Credits: 6 Hours of lecture per week: 3 Level: Professional	ARQ4310	In this subject, the student plans, designs and organizes complex projects at the preliminary level, using drawings and models, to relate to an urban environment that requires intervention, creating a balanced relationship between architectural and urban, for the benefit the users and the community.
Architecture	Landscape Architecture Credits: 6 Hours of lecture per week: 3 Level: Professional	ARQ4304	In this subject the student understands the physical relations of the landscape with the architecture and the urban space, through spatial and visual analysis, identifying the components and design elements in the landscape architecture for its application in urban projects, integrating an integral design of the landscape in relation to the architectural work, taking into account the benefit and integrity of the individual with his physical environment and the sustainable relationship with ecology and the environment.

Architecture	Interior Architecture Credits: 6 Hours of lecture per week: 3 Level: Professional	ARQ4303	In this subject the student proposes innovative interior projects that improve his quality of life and correspond to the interpretation of the needs of the users, administering them through budgets and transparent cost analysis, that ensure the maximum use of available resources.
Communication	Journalistic Tools Applied in The Organization Credits: 6 Hours of lecture per week: 3 Level: Professional	PER4302	Know the principles of corporate communication to develop internal, external and special communication products for organizations. Design posters, brochures, newsletters, annual reports and magazines both print and digital.
Communication	Practicum II: Transmedia Enterprises Lab II Credits: 6 Hours of lecture per week: 3 Level: Professional	INT4381	The Anahuac student confronts constant changes that develop in a company of new media. The student will learn to employ different strategies in its reach to produce innovative digital media content that go accordingly with his or her ethics and social responsibility and that respect human dignity and benefit society.
Communication	Ecommerce and Marketing Credits: 6 Hours of lecture per week: 3 Level: Professional	MER4320	Elaborate strategies and marketing campaigns through digital exercises like B2B (Business to Business) or B2C (Business to Customers). Create electronic products while giving more importance to cultural projects. Plan, lead and commercialize projects that allow more interaction between audiences to boost marketing through digital media.
Communication	Social and Business Marketing Strategies Credits: 6 Hours of lecture per week: 3 Level: Professional	MER4319	Create campaigns that are focused on democratic development and the good through social marketing campaigns. Encourage support for the least benefit from proposed strategies with a common sense. Sets approaches in controllable and uncontrollable variables of social and business environment.



			Position a nonprofit institution in the market through marketing strategies for an integrated communication.
Communication	Practicum II: Advertising and Marketing Management Lab Credits: 6 Hours of lecture per week: 3 Level: Professional	INT4383	Make a portfolio about the product of a company, based on an investigation about the product itself, its consumer and its market. Create strategies for marketing communication based on that portfolio.
Communication	Practicum II: Film Directing and Audiovisual Production Lab II Credits: 6 Hours of lecture per week: 3 Level: Professional	INT4382	Film diploma course. Students will develop the first part of their final project. They will write a movie script with the counseling of their teachers. They will learn how to write scripts based on redaction and style rules. Students will also produce visual contents that promote human growth in a creative way. It will be graded based on reading reports, production folders and their final project which will be a short film.
Communication	Political, Social and Cultural Panorama of The Contemporary World Credits: 6 Hours of lecture per week: 3 Level: Professional	HIS3318	Interpret the future of society based on information given by past investigations that evaluated the transformation that the contemporary human society has suffered through the years. Learn to consider the classic components of a sociocultural environment to produce a message that proposes solutions for a better coexistence between people.
Medicine	Emergencies Credits: 6 Hours of lecture per week: 3 Level: Professional	CLI4302	The student identifies diseases which patients present within emergency specialty, from its epidemiological relevance to physiopathological, pathologic, semiologic, nosologic, and its diagnostic integration on diverse clinical manifestations. Takes the clinical history of patients from each specialty. Integrates the clinical picture of the pathology found on a patient, based on a rational use of laboratories. Designs the medical or surgical treatment based on the actualized clinical evidence, which allows enunciating an individualized therapeutic prognostic to the diverse

			presentations of the disease and taking into consideration the biopsychological impact on the individual, familial and collective levels of the disease.
Medicine	Otorhinolaryngology Credits: 6 Hours of lecture per week: 3 Level: Professional	CLI4304	The student identifies diseases which patients present within otorhinolaryngology specialty, from its epidemiological relevance to physiopathological, pathologic, semiologic, nosologic, and its diagnostic integration on diverse clinical manifestations. Takes the clinical history of patients from each specialty. Integrates the clinical picture of the pathology found on a patient, based on a rational use of laboratories. Designs the medical or surgical treatment based on the actualized clinical evidence, which allows enunciating an individualized therapeutic prognostic to the diverse presentations of the disease and taking into consideration the biopsychological impact on the individual, familial and collective levels of the disease.
Medicine	Selected Topics of Surgery Credits: 3 Hours of lecture per week: 1.5 Level: Professional	MED 2226	Though this subject the student will identify the characteristics of the patient with surgical pathology and will propose general management strategies that respond to the need for multidisciplinary leadership, centered on the dignity of the human person, the common good and the development and transformation of society.
Medicine	Management in Health Services Credits: 3 Hours of lecture per week: 1.5 Level: Professional	ADM4348	The Anahuac health professional performs his professional practice in a stable environment, administering the various health services of which he is a recipient, integrating an office, unit or services and identifying management problems by solving them with ethics and always looking for the good of others.
Nutrition	Nutrigenomics and Metabolomics Credits: 6 Hours of lecture per week: 3	NUT2311	Theory subject: In this subject the student determines the role of genes in the aetiology of genetic pathologies associated with metabolism and / or nutrition, analyzes the progress made in the diagnosis and treatment of genetic diseases associated with metabolism, all this Analyze the

	Level: Professional		interaction between genes and nutrients. Link the learning of the program with: Being a university student, Person and sense of life and Ethics
Nutrition	Dietotherapy Credits: 9 Hours of lecture per week: 6 Level: Professional	NUT2307	Theory subject. Where the student can prepare food plans that respond to the requirements of each person and that comply with the general principles of diet therapy. They perform specific diets according to each pathology. The student will be able to evaluate the diets dictated by other professionals according to the pertinence that they keep with the patient and its integral condition. Requires previous knowledge of diathetic calculus. Recommendations: Not specified.
Nutrition	Sports Nutrition Credits: 6 Hours of lecture per week: 3 Level: Professional	NUT3311	Theory / practical subject: In this subject the student makes recommendations of the use of macronutrients, micronutrients and liquids for the athlete and the athlete in interpreting the results of the respiratory quotient and to identify possible deficiencies of nutrients that they can present and, if necessary, require a Supplementation. Recommendations: Carry out feeding plans with real cases of athletes and athletes.
Nutrition	Nutrition In Psychopathologies Credits: 6 Hours of lecture per week: 3 Level: Professional	NUT3310	Theory / practical subject. This subject is the block of elective subjects of the professional block. The student will distinguish the main psychopathologies according to their clinical picture interrelating the main psychopathologies with the nutritional status to establish the appropriate nutritional treatment in eating disorders working in an integral way with a multidisciplinary team. The student will develop activities with teamwork, will work with case studies and practices. Prior knowledge of nutriology, nutrition - patient communication, growth and development, dietary calculus, anatomy, anatomy and physiology of the digestive tract, biochemistry, diet therapy, and nutrition of the healthy individual are required. The subject involves a practical application in

			clinical fields. Recommendations: Uniform for clinical fields (white coat, white shirt, black pants, comfortable shoes), short nails, collected hair.
Dentistry	Implantology Credits: 3 Hours of lecture per week: 1.5 Level: Professional	DEN 2215	Knowledge of implantology allows the surgeon-dentist Anahuac, the possibility of offering alternative solutions an integral treatment to their patients, improving their quality of life and," restoring him to a better social life.
Dentistry	Aesthetic and Functional Oral Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2224	The removable partial rehabilitation systems are a solution that combined with other areas of dentistry and implantology and surgery, effectively returning the function and aesthetics to a large percentage of patients with dental absences. The dentist Anahuac detects the essential features for the design and creation of rehabilitative devices thus promoting an improved quality of life and relationship to the patient.
Dentistry	Endodontics in Molars Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2231	The study of pulp pathology and its treatment such as endodontics, allows the dentist to be aware of Anahuac conditions of this region, being of great public health importance of our country and it is a disease prevalent in the same.
Dentistry	Advanced Pediatric Dentistry Credits: 6 Hours of lecture per week: 3 Level: Professional	DEN 2227	The review and intervention in children with regard to your oral health, and ensures the state predicts healthy infant. The knowledge of the sufferings of child psychology and child management in the dental office, are elements that the Anahuac dentist has to offer their patients high quality treatment, essential for pediatric patients develop healthy habits mouth.
Law	Legal English Credits: 6 Hours of lecture per week: 3 Level: Professional	DER3333	It allows to know the institutions and the terms of the legal English and its translation into Spanish, to broaden the student's work profile by allowing it to function in an international context, providing services in organizations, companies and other international institutions, as well as advising on matters that involve the Anglo-Saxon legal system.

Law	Mexican State Government Credits: 6 Hours of lecture per week: 3 Level: Professional	DER4308	The comprehension of political structure and administrative of the state Mexican government allows the Anahuac graduate to link the policies, actions and instruments of the real needs of the Federal Entity looking to innovate efficient government projects.
Law	Intellectual Property (Blended Learning) Credits: 6 Hours of lecture per week: 3 Level: Professional	DER3312	Identify the importance of intellectual property in economic and legal relations to know, protect and respect the rights that entails the generation of ideas, inventions and works product of the human intellect. Also acquire the tools to protect the copyright and intellectual property rights of its original creators, favoring emergence of leadership in scientific, artistic creation, and in general, in everything related to the intellect of man.
Law	Public International Law (Blended Learning) Credits: 6 Hours of lecture per week: 3 Level: Professional	DER3330	The student understands the importance of public international law and the impact to the interior of the country. The student analyzes the relations of Mexico with other countries from the perspective of the values of Christian humanism
Design	Furniture Design Credits: 6 Hours of lecture per week: 3 Level: Professional	DIS3313	Conceptualize furniture using ergonomic, cultural factors and different manufacturing processes.
Design	Design Trends Credits: 6 Hours of lecture per week: 3 Level: Professional	DIS 2314	Evaluates the coherence of a design proposal depending on the tendencies on a diversity of design genres, reproducing stylistic features on the design of visual identity systems proposing diffusion and promotion strategies depending on one knowledge on the contemporary tendencies of design.
Design	Portfolio Credits: 4 Hours of lecture per week: 3 Level: Professional	DIS4318	In this course, the student will develop its fashion portfolio based on the market needs. The course objective is to give students the necessary tools to effectively show their work in the fashion industry. It will provide the fundamentals of digital design, communication strategies, narrative



			structure and photography, with the main objective of develop great online and printed portfolios. At last, the course will prepare students for job interviews and making an effective resume.
Design	Fashion Project: Design Collection Credits: 9 Hours of lecture per week: 4.5 Level: Professional	DIS 1328	Develops a collection efficiently, from a general vision of the process, up to the evaluation.
Design	Media Planning Budget Investment Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM4339	The student proposes sales strategies, identifying the elements of the planning process and adapting the advertising campaigns to the results of studies on consumer behavior, based on media habits.
Business	Business Consulting Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM4319	It will integrate the dignity of the person, ethics, values, and social responsibility as the foundation of the sustainable organizational strategy. It will also reflect the ethical and legal principles that must support decision making, actions and the operational model of any socially responsible organization; Being able to produce documents and professional presentations with quality.
Business	Human Resources Management Credits: 6 Hours of lecture per week: 3 Level: Professional	ADM3321	In this course, students should plan strategic compensation systems and valuation systems of the positions. In the same way he is to design a system of incentives and benefits ensuring fair wages and salaries. He will seek to develop mechanisms that will procure the hygiene and safety within the companies, understanding the relevant legal aspects of it and the need for safe and healthy working environments oriented towards the dignity and respect of human beings.



Business	International Strategic Cases Credits: 6 Hours of lecture per week: 3 Level: Professional	NEI4304	In this course the student will identify and recognize the strategies of success stories, as well as the main variables of cases of failure. Develop a business plan for a global company; and develop and implement competitive strategies for the different functional areas of international business, according to their rotation.
Business	Business in the European Union Credits: 6 Hours of lecture per week: 3 Level: Professional	NEI 3311	In this course the student will compare the development of political, economic, legal and cultural of each of the country's members of the European Union, recognizing successful practices that are carried out. It will propose new businesses to take advantage of the conditions prevailing in the European Union. It will assess business plans taking into account the existing conditions, areas of opportunity, and successful practices.
Business	Selected Topics: International Business Credits: 6 Hours of lecture per week: 3 Level: Professional	NEI1305	In this course the student will develop his ability to work in collaboration with professionals from other disciplines. He should complement his professional training with cutting edge topics. Finally, the student will put in use the basic knowledge of his profession when relating them to innovative themes and in the development of new ideas.
Business	Political Marketing Credits: 6 Hours of lecture per week: 3 Level: Professional	MER3326	In this course, the student will detect electoral marketing needs by determining public opinion and the influence it has on the electoral processes. He will design political campaigns using marketing and communication tools. Finally, he must evaluate electoral markets using technological tools.
Business	Evaluation of Investment Projects Credits: 6 Hours of lecture per week: 3 Level: Professional	FIN3309	In this course the student will evaluate the financial profitability of an investment project using the most appropriate methodology to optimize financial resources, considering the social impacts of the same. He will also do a sensitivity analysis of the investment project using specialized computer package. Finally, he will evaluate the

			valuation processes of investment projects by third parties, in consideration of the method used.
Business	Global Marketing Credits: 6 Hours of lecture per week: 3 Level: Professional	MER4307	The student will formulate, implement and control, global marketing strategies that integrate, both the business' strategies and resources with needs and opportunities that prevail in global markets. The student will make decisions taking into consideration scale economies, perceived value and competitive advantages, thru differentiation and low cost.
Engineering	Transportation Systems Credits: 6 Hours of lecture per week: 3 Level: Professional	ICIV 4306	The student will critically and rationally analyze future trends in transport systems in Mexico, based on new technologies in the world.
Engineering	Project Management Credits: 6 Hours of lecture per week: 3 Level: Professional	IIND3307	The importance of project management and evaluation will be distinguished. The different processes for project management will be identified and classified and the steps to be followed in the evaluation of these projects will be applied.
Engineering	Mobile Devices Programming I Credits: 6 Hours of lecture per week: 4.5 Level: Professional	SIS4305	The general purpose of this subject is for the student to have an introductory immersion in the development of applications for mobile devices mainly for the environment of the Android operating system. The main activities are the development of applications through practices.
Engineering	Digital Signal Processing Credits: 6 Hours of lecture per week: 4.5 Level: Professional	CMP3301	The student will use the tools of the basic information transmission theory, representation of signals in pulse terms, fundamentals of digital modulation and digital design techniques in the assessment of digital signal processing systems.
Engineering	Analogic Electronics Credits: 6 Hours of lecture per week: 4.5	IELC3302	The student will design power amplifiers using analogical circuits and electrical filters by means of the application of the properties of



	Level: Professional		transistorized circuits, the principles of direct connection of the op amps, and networks with feedback.
Engineering	Transportation Systems Credits: 6 Hours of lecture per week: 3 Level: Professional	ICIV4306	The student will critically and rationally analyze future trends in transport systems in Mexico, based on new technologies in the world.
Engineering	3d Tracking & Composition Credits: 6 Hours of lecture per week: 3 Level: Professional	DIS4301	In this subject the student learns to integrate the technology of 3D modeling software into video sequences, thus adding fictitious content to real records as in current film productions. Intermediate management of 3D software, audiovisual narrative, audio and digital video.
Engineering	Informatics Vanguard Topics Credits: 6 Hours of lecture per week: 4.5 Level: Professional elective course	IMEC1305	This subject aims to provide students with knowledge to install, maintain and monitor different network security devices in a company. Students are taught to select a correct setting for the computer security systems, analyze the behavior of Cisco systems to warranty the network security, design secure networks, select the network device that correctly matches the security required by an enterprise.
Engineering	Digital Signal Processing Credits: 6 Hours of lecture per week: 4.5 Level: Professional	CMP2218	The student will use the tools of the basic information transmission theory, representation of signals in pulse terms, fundamentals of digital modulation and digital design techniques in the assessment of digital signal processing systems.
Engineering	Project Management Credits: 6 Hours of lecture per week: 3 Level: Professional	IIND3307	The importance of project management and evaluation will be distinguished. The different processes for project management will be identified and classified and the steps to be followed in the evaluation of these projects will be applied.



Engineering	Practicum: Industrial Engineering Credits: 9 Hours of lecture per week: 4.5 Level: Professional	INT2294	Implementation of undertaking projects based on several aspects, such as proposals and stability, structure, analysis of a system methodology, development, information research and publication features for results including their presentation and validation.
Engineering	Practicum: Systems Engineering Credits: 9 Hours of lecture per week: 4.5 Level: Professional	INT3312	The student will develop a project that will solve a problem and that will lead to continuous improvement, cost reduction and competitiveness in an organization.
Psychology	Crisis Intervention Credits: 3 Hours of lecture per week: 1.5 Level: Professional	PSI4310	This class has a pre-requisite, the completion of “Approaches for clinical intervention”. The course reviews basic notions of emotional crises, their typical stages, prevention and intervention both the “emotional first aid” and the most comprehensive processing of the sequels of a crisis. At the end, it covers crisis intervention in emergency lines, hospitals, schools and other settings.
Psychology	Regulation of Professional Practice In Psychology Credits: 3 Hours of lecture per week: 1.5 Level: Professional	PSI4311	The student will learn the basic codes for an ethical and proper conduct for a professional psychologist. They will also be coached into monitoring their own behavior following the standards established in the code of ethical principles in psychology. Finally, the student will analyze hypothetical cases to apply the knowledge acquired based on the code of ethics.
Psychology	Neuropsychological Assessment And Diagnosis Credits: 9 Hours of lecture per week: 3 Level: Professional	PSI3311	The course is a review of brain structures involved in each stage of the learning process, integrating attention, sensation, perception, abstract thinking, impulse control, executive functions. It also refers to principles and techniques for neuropsychological evaluation, differential diagnosis and effective choosing of instruments and techniques for assessment and treatment of specific disorders and disfunctions.



Psychology	Psychopedagogical Intervention in Neurodevelopmental Disorders Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI4306	the student will learn the importance of an early intervention during child development. Based on a neuropsychological and psychopedagogical approach the student will built and early intervention program, establishing stages, objectives and tasks to be perform during the intervention.
Psychology	Curriculum Adaptation in Inclusive Education Credits: 9 Hours of lecture per week: 3 Level: Professional	PED4301	The existence of students with different academic performance of the group average, require different teaching strategies in line with the educational need that show, to be able to choose the best educational option for children with learning problems, organizing classroom content (adaptation of curriculum) more appropriately according to the child's learning process, and to reinforce pedagogical teaching strategies and activities consistent with the educational needs of the child.
Psychology	Couple Counselling Credits: 6 Hours of lecture per week: 3 Level: Professional	PSI3325	the student will learn to identify the healthy and dysfunctional patterns in relationships. Also rehearse the principles and basic techniques of intervention used in couples' therapy and by that choose the appropriate intervention.