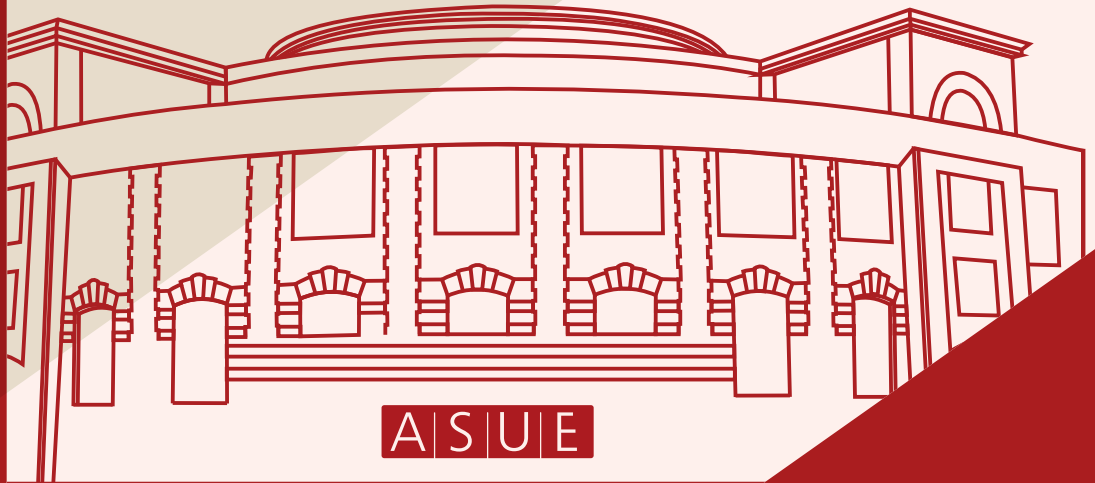


ARMENIAN STATE UNIVERSITY OF ECONOMICS

**Bachelor of
Management-Business
Administration**



— since 1975

**SPECIALIZATION
EXPERIENCE
OPPORTUNITY**

WHY ASUE ?



We are the only
Economic University in
Armenia

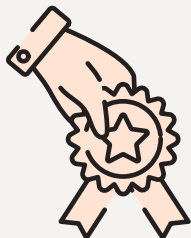


Over 5 % of our
students are
international



Over 70% of our
students are employed
after graduation

ASUE
which is the largest
economic educational
institution in Armenia
was founded in 1975.



Ranked among **top 241** universities of EECA- QS
Rankings by Region 2020



Ranked among **top 801** universities of the World-
THE Times Impact Rankings

40
Faculties

56
Specializations

Currently,
ASUE has more
than 6500
students.

ACADEMIC PROGRAMS

BBA

Course overview

The Bachelor of Business Administration (BBA) degree is designed to provide in-depth knowledge of a wide-range of aspects related to business operations. The program's core curriculum typically covers topics, such as accounting, marketing, finance, and more.

The course is an option for anyone looking to build a solid foundation for a career in business management. It is even more important to individuals lacking a background in commerce. The degree program provides much-needed exposure to the basics of business administration. Enrolling in the BBA program you can learn more about business theory and its real-world applications. In the end, you could gain an understanding of various aspects of business administration



**Thesis defense
in your final
year.**

KEY FACTS



Duration:
4 years



Tuition fee
\$2200 per year



Submission of applications:
February-July



240 credits



Program start date:
September



Language:
English

PROGRAM STRUCTURE

The main subjects that are included in the course of BBA

Core courses

YEAR 1

- Armenian Language 1
- Mathematics for Economists
- Computer skills
- Principles of Microeconomics
- Business English 1
- Sustainable Development
- Armenian Language 2
- Business English 2
- Principles of Macroeconomics
- Sociology
- Management

YEAR 2

- Business Communication
- Business English 3
- Organizational Theory
- Pitching & Presentation Skills
- Leadership
- Marketing Management
- Principles of Finance
- Change Management
- Strategic Management

YEAR 3

- Accounting
- Digital Marketing
- International Economics
- Research Methodology
- Project Management
- Financial Management
- HR Management

YEAR 4

- Decision Making
- Business Modeling
- Operations Management
- Corporate Finance

Elective Courses

- Organizational behavior/psychology
- Behavioral Economics
- Multicultural Marketing
- International Marketing
- Innovation Management
- Startup Management

- Written exams
- Coursework
- Practical exams



**Internship opportunity
at the best international
companies**

Academic Excellence Scholarship

2

scholarships
available for
BBA class

How to get the scholarship?- Key facts



- The Academic Excellence Scholarship will be awarded starting from the second year of studies.
- After the first year of BBA, two students with the highest GPAs will be awarded the scholarship which covers the tuition fee for one academic year.

- It is competitive and based on academic excellence (grades).
- If a scholarship holding student remains in the top 2 of the class the following year as well, the scholarship will be extended for one more year.



The scholarship holders
are decided within the
class of BBA.

TEACHING STAFF - ASUE

495
Academic staff
members



Student-centered learning approach, interactive approach for the learning procedures, case studies and simulators added to course to promote the practical appliance of knowledge of students. Teacher encourages students to be active members of class, think on their own, resulting in long-term memory retention. Not only the students' knowledge will improve, but their interests, strength, team spirit and freedom of expression will increase.

*Karen Grigoryan,
PhD, Assoc.Prof.
Head of Chair*

For me teaching is not merely a job, but a mission through which I am able to not only impart my knowledge, but also to instill values, including but not limited to academic honesty, which is on its way of institutionalization in the post-Soviet academia. I believe that the solution of the bulk of our problems lies in the education of active, intelligent and responsible citizen.

*Professor of International
Economics and EU studies,
Albert Hayrapetyan*



The tutors here are very supportive, and there is a real sense of community between the students. Learning becomes a way of life and not just a structured routine.



I strongly believe that setting precise expectations and reasonable demands encourages students to actively participate in the course and accomplish their study objectives. I always encourage open communication and free thinking using different case study methods and online quizzes to help my students to develop critical thinking and improve their analytical skills. I always help them to find their motivation and provide an extra push in the right direction whenever needed.

*Marine Arakelyan
Ph.D Assistant Prof. at the Chair of
Crisis and Tourism Management*

Practical teaching that engages students outside the traditional 'classroom' is part of our ASUE. We are passionate about the kind of learning experience our students receive and it's the reason we put our students at the heart of everything we do.

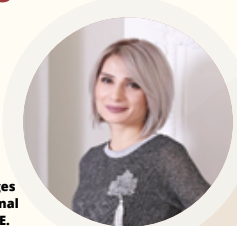
*Eva Bazinyan
Ph.D Associate Prof.
Head of Chair*



Here you can get knowledge and up-to date skills in more than 56 specializations, being sure that you are competitive and demanded in the marketplace. However as I like to repeat to my students universities can affect your success only by 20%, other 80% depends on your interest, desire and action. But surely university gives a lot of opportunities for that 80% also.

*Grisha Amirkhanyan
Ph.D, Assistant professor at the
chair of Marketing,*

All of our courses have a mix of lectures, seminars and tutorials, plus practical and lab-based sessions on certain courses. You're also likely to work on group projects, give presentations and carry out research.



MEET OUR PARTNERS

180

Partner Universities from
all over the world

My visit to Armenia was carried out as part of the teaching mobility from the Erasmus+ program.

The choice of Armenia was dictated by the desire to see this beautiful country, learn about its culture and continue research on entrepreneurial attitudes of academic youth in various countries.

The arrival at ASUE turned out to be interesting in each of these respects and I have very nice memories of both the contact with students and employees of the university and I hope for further scientific cooperation, and perhaps a visit in the future.

The university itself seems modern, but at the same time retains its academic character and reminds me of Polish universities.



Tomasz Bober



I recently had the pleasure to give lessons/deliver seminars during the week of 10-14 February at the Faculty of Regulation of Economic Relations at ASUE within the scope of the Mobile Unlimited Erasmus Program as a professor. In the lessons/seminars I gave, I addressed and deepened issues in the field of land economics, real estate markets, and urban management information systems. I dealt with very interesting audiences, consisting of three classes of students of the Economics and Environmental Economics, as well as professors.

Emília Malcata Rebelo

As a business professional, I fully enjoy working with ASUE in the field of innovative business issues and entrepreneurship. The professional environment of ASUE inspires me and contributes to the development of dedicated young professionals in the business domain.



Frank Stiksma



In June 2021, I had the honor to work with representatives of ASUE as part of the Erasmus+ programme' initiatives. This program, co-funded by the European Commission, promotes educational and cultural ties between the countries and nations. On the one hand, we have the opportunity to show the Europeans the potential of the Republic of Armenia as an educational and cultural center in the Caucasus region. On the other hand, we are a bridge of opportunities for Armenians to understand the very European values that make Europe - Europe. This is the strengthening of democratic processes, a simplified system of doing business and investment, a factor of sustainability. ASUE university where our activities were held seemed to me a place where the people of Armenia want to acquire knowledge, learn something new, develop, expand their personal horizons. I am grateful to ASUE for the opportunities provided in the course of our cooperation.

Aleksandrs Posts



I am Dario Šebalj and I work as a Teaching and research assistant at the Faculty of Economics in Osijek, Croatia. I teach on business informatics courses so my research interests are business analytics and business process management. Last year I visited ASUE as part of Erasmus + mobility and participated in the International week. My impressions are extremely positive! People from ASUE International Relations Division are very polite and helpful and the whole event was very well organized. It was a combination of social and professional activities. I met a lot of people from other countries and even managed to arrange a business collaboration. I have to say that I enjoyed exploring Yerevan as well. Armenian food is very tasty and healthy and there are many natural beauties. That was certainly not my last visit to Armenia. I would like to thank the whole team from International Relations Division for the wonderful stay and experience in Yerevan.

Dario Šebalj

MEET OUR INTERNATIONAL STUDENTS

Currently ASUE has more than **131** international students.

How do you find studying in ASUE and the general student life?



My name is Andrey, And I study International Business in Suceava, Romania. The exchange program, held in Armenian State University of Economics (Armenia), was very interesting for me, this was a new experience to study the economy from different perspectives, travel, and of course new friends. It was an unforgettable trip, Armenia is a country worth to visit. I advise students to go to Armenia and study there.

Andrey

What made you come to university and what have you enjoyed the most?

I had the opportunity to join the Erasmus+ program and I chose ASUE for my mobility. Some of the many reasons I chose this university included the chance to explore my motherland, as well as the classes that were offered to Erasmus+ students, which matched nicely to my original classes here in Bulgaria. My advice would be to not miss the great chance to experience ASUE, meet amazing professionals and explore the language, traditions and the culture of beautiful Armenia.



How do you find studying in ASUE and the general student life?

I find studying in ASUE very entertaining and efficient, as I had the opportunity to meet very passionate teachers and professionals from the field, who shared not only knowledge, but also experience of theirs.

The student life in ASUE is beautiful. Everyone is very friendly, always ready to help. There are many entertaining events within ASUE, as well as in Yerevan and in Armenia in general.

In ASUE you will also make friends and find people who will stay with you for a lifetime. Go for it!

Lily Martirosyan

Research at ASUE



I did my internship at "Amberd" Research Center of Armenian State University of Economics. It was an excellent opportunity to improve the experience in an area in which I am studying.

The culture is very open as a result. The researchers are open-minded, generous, friendly, socialized people which I like to have a conversation with. During my research I have learned a lot, how the research article should be done. I have done research on Francophile in Armenia.

Armenia is such a beautiful country and I definitely recommend to visit and study there.

Julie Oddo

CHANGE lab

Change lab provides a better context for generating revenues and supporting a financially, legally and technically win-win interrelation between university, business sponsors, government and society.

This educational platform was created for that purpose, due to which:

- *The business will be able to announce its professional and resource needs in advance,*
- *The student will be able to adapt his/her narrow professional direction to the requirements of the desired employer.*



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Local partners



CAREER CENTER

Career Center of Armenian State University of Economics actively cooperates with a number of partners both in public and private sectors.

We are a comprehensive resource for your career goals. Whether you are exploring career options, considering graduate school or pursuing an internship or employment, the most effective career decisions start here!

AMBERD Research Center

73
Host Researchers



Being established in 2013 AMBERD Research Center has the mission of contribution to the development of science in higher education and to the strengthening of partnership between private sector-science-economy-public policy.

Since 2017 AMBERD Research Center is the official scientific advisor of the Standing Committee on Economic Affairs of the National Assembly of the Republic of Armenia.

AMBERD BULLETIN

First published in December 2019, AMBERD Bulletin is an open access popular science journal, which aims to present current economic issues to a wide range of readers in an accessible language. Bulletin is published bimonthly, 6 times a year.

327
Guest
Researchers

**94th among the best
university affiliated think
tanks in the World**

**50th best think tank
in Central Asia.**

AMBERD

Research Center



INVOLVMENT OF STUDENTS

One of the aims of AMBERD Research Center is research skills development of ASUE students. To achieve that goal, the Center involves ASUE students and PhD students in research projects (at least 30% of research group members are students and PhDs), as well as introduces internship opportunities.



25 international partners from 10 countries.

50 research projects, more than 120 analytical projects, as well as expertise of more than 30 draft laws.

PARTNERSHIP AND PROJECTS

Armenian State University of Economics represented by AMBERD Research Center is involved in the development and implementation of "Transferring V4 expertise in knowledge/technology transfer" project. The aim of the project is to promote the culture of enterprise-research infrastructure cooperation in Armenia and Georgia, based on the successful experience of the Visegrad partner countries.

WORKSHOPS AND MASTERCLASSES

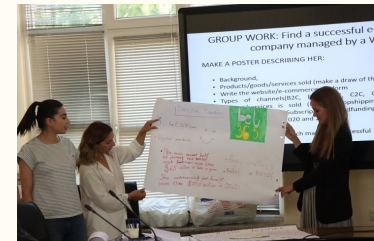
Masterclasses are developed across a range of subject areas to broaden and deepen knowledge and understanding, providing skills for future learning and employment. Companies such as Coca-cola, IRIS Business Incubator, PwC Armenia, ACBA-Credit Agricole Bank are conducting Masterclasses for ASUE students.



International Masterclasses

From May 31 to June 11 and September 9-23, 2021 ASUE hosted 186 young people from 12 countries within the frames of 5 seminars organized in cooperation between our University and the German "Copernicus Berlin" Association. The participants of the seminars and our students developed their entrepreneurial and business skills, deepened their knowledge in environmental issues and learned how to create opportunities for their career growth.

Students can increase self-awareness, reflect, adapt and do things differently. Opportunities to work collaboratively in learning networks with peers and to interacting with professionals delivering the Masterclasses.



A range of Masterclasses held by top management of the local partners

OUR NOTABLE ALUMNI



Mr. Vahagn Khachaturyan
President of the Republic of Armenia-
March 13, 2022- present



Mr. Grisha Tamrazyan
Deputy Minister at the Ministry of
Education, Science, Culture and Sports
(2019-2020)



Mr. Nerses Yeritsyan
Deputy chairman, Central Bank of
Armenia



Mr. Hovik Abrahamjan
Prime-minister of RA (2014-2016)



Mr. Tigran Sargsyan
Prime-minister of RA (2008-2014)
Head of the Eurasian Economic
Commission (2016 - now)



Mr. Hrant Bagratyan
Prime-minister of RA (1993-1995)

OUR NOTABLE ALUMNI



Mr. Tigran Khachatryan
Minister of Economy of the Republic of Armenia (2019-2020)



Mr. Vardan Aramyan
Minister of Finance of the RA (2016-2018)



Mr. Karen Chshmarityan
Minister of Economy of the Republic of Armenia (2014-2016)



Mr. Davit Ananyan
Deputy Minister of Finance of RA (2016-2018)
Chairman at the State Revenue Committee of RA (2018-2020)



Mr. Arevshat Meliksetyan
CEO, Chairman of the Board of Directors
INGO ARMENIA ICJSC



Mr. Hakob Andreyan
Chief Executive Officer at ACBA-Credit Agricole Bank

OUR NOTABLE ALUMNI



Mrs. Emma Janinyan
*Management Board Member at
Evocabank*



Mr. Armen Vanyan
*Managing Partner at Grant Thornton LLC
(2019- now)*



Mr. Gevorg Tarumyan
Chief Financial Officer at Ameriabank



Mr. Gevorg Machanyan
Executive Director at Armswissbank



Mrs. Gohar Khachatryan
*Member of the Directorate, Chief
Accountant at Ameriabank*



Mr. Vahe Karapetyan
*Member of the board of Directors of
International Power Corporation
Founder of Tashir Holding, AA Trucks
and Gasoil company*

STUDENT LIFE



ASUE also has several sport clubs which international students are welcome to join. Lastly, the incoming students may contribute to the activities of Student Council of ASUE.



ASUE has a modern computer laboratory with internet access, as well as rich library which offers professional literature in Armenian, English and Russian. There is an opportunity to reserve books in advance, borrow books or use the reading halls.



ASUE provides a student dormitory with a fee of around 60.000AMD-80.000AMD for double rooms. Student dorm is equipped with all the necessary utensils.



ASUE Students Union founded in 1997, is a voluntary student organization which mission is to voice the concerns, needs, aims and wishes of all students. In addition, the Student Union is responsible for building and maintaining the ASUE spirit through organizing various activities, planning students' events, helping solve problems during studies. The Student Council aims to create the most favorable atmosphere for fostering student leadership and encourage the faculty to support student suggestions and activities.



Rich history and heritage



6100-year-old winery



ARMENIA

Armenia is a land of mysticism that will capture your imagination. It is an open air museum, where you can walk through time and experience living history. It is a land of enchantment, with untouched awe-inspiring nature, and seven climate zones, each offering a different topography. Each city is a museum in and of itself, with ancient relics, old and new architecture, and churches dating back thousands of years, and heritage and culture that fuse the past with the present.

Culture

The culture of Armenia encompasses many elements that are based on the geography, literature, architecture, dance, and music of the people.

"Vardavar" national holiday



Wine Days in Armenia



Tasty Cuisine

The cuisine reflects the history and geography where Armenians have lived as well as sharing outside influences from European and Levantine cuisines.



Amazing Nature and entertainment

Rich in breathtaking natural, historical, and cultural landscapes, Armenia offers countless fascinating attractions to the curious and adventurous traveler. With many mountains, rivers, and lush forests to enjoy along with remote regions, forts, and monasteries to discover, the country will never cease to impress. We explore the ten most beautiful landscapes in Armenia that are must-visits.



International Relations Office Staff



Lusine Danielyan

Director of External Affairs
lusine.danielyan.asue@gmail.com



Anzhelika Musayelyan

Head of IRO
int.office@asue.am



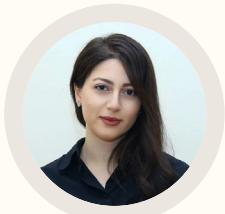
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Ani Petrosyan

Leading Specialist at IRO
int.projects@asue.am

USEFUL INFORMATION

- **Visa:** Students will obtain entry visa in the Embassy of Armenia in their respective country with the support of the Admission letter provided by ASUE. The Embassy issues a single entry visa to the student. The student receives a Residency Card once in Armenia free of charge.
- **Residency:** After arriving and submitting originals of all the documents ASUE applies for 1-year temporary residency card which is renewed each year.
- **Insurance:** All foreign students are obliged to sign an agreement with a health insurance company upon arrival to ASUE. Fee for insurance is negotiated by ASUE annually; however, it is from 100 USD to 200 USD.



Diploma: After successful graduation students are awarded a Government approved Diploma and transcript according to the requirements of the Bologna system.

Accommodation: ASUE provides a student dormitory with a fee of around 60.000AMD-80.000AMD for double rooms. Student dorm is equipped with all the necessary utensils. ASUE team assists on individual accommodation based on preferences and budget of international students.

Language of instruction: English B2 Level according to the Common European Framework of Reference for Languages (more information is available at <https://bit.ly/2mVo5wN>).

HOW TO APPLY

Necessary documents for admission:

First stage

- Filled-in application-letter
- Filled-in application-questionnaire
- Medical reference about general health status
- Copy of passport
- Copy of graduation certificate with the grades, translated and certified by the Notary. In case of specific countries, international certification (Apostille) may be needed.
- CV in Armenian, Russian, or English
- 4 photo (size 3x4)
- Motivation Letter
- At least two reference/recommendation letters

Send the above mentioned documents to
admissions.asue@gmail.com

Second stage

- *Interview*
-

Third stage

- *Confirmation and enrolment procedure*



CONTACT US



ARMENIAN STATE
UNIVERSITY OF
ECONOMICS

SPECIALIZATION • EXPERIENCE • OPPORTUNITY



Yerevan, 128 Nalbandyan



+ (374 10) 593 484



asue.am