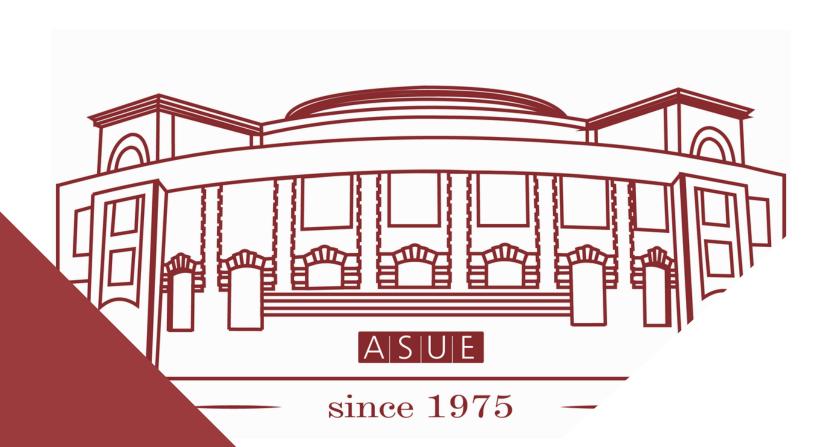
## **ARMENIAN STATE UNIVERSITY OF ECONOMICS**



SPECIALIZATION EXPERIENCE OPPORTUNITY

Double Degree MBA (Management) Program with Brest Business School



## **WELCOME to ASUE**

ASUE is the only economic university in Armenia. currently offering a wide range of Undergraduate, Graduate, and Postgraduate courses in Management, Finance. Accounting, Marketing, Business Administration. International Economic Relations, IT, Statistics, Data Science, and so on.

Since the year of its establishment **ASUE** has steadily advanced its objectives of creating knowledge, nurturing people. and highly qualified preparing professionals.

ASUE is renowned not only for its excellence in teaching but also for its research and various labs and centers.

We have a university-affiliated "AMBERD" research center, Lifelong Learning Lab and Change Lab, which will support the development of your educational, practical and research competencies throughout the whole study period.

Your extracurricular activities will include academic clubs, internships, trainings, masterclasses, sports, technological skills, and leadership activities which will raise your professional confidence and self-reliance.

With us you will get a marvelous experience which will create opportunities for your future career.

We will do our best to make you feel home.



Professor Diana Galoyan Rector of the Armenian State University of Economics

## 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



56 Specializations Currently,
ASUE has more
than 6500
students.

# WHY BBS?

Brest Business School is a Grande Ecole of Management focused on e-learning, apprenticeship and international relations which opens the path to success to all learners.

207

20 double-degrees certified at the Bachelor and Master levels



International students from over 30 different countries



Nearly 100% of graduates employmed less than 4 months after graduation

135 business experts and 25 permanent professors.



+ 1 300 learners every year BBS was created in 1962, and is a member of the Conference of Grandes Ecoles since 1992.

# WHY BBS?

"Brest Business School designs and delivers relevant and effective academic degree programs to prepare its students to be responsible managers and entrepreneurs in a global and increasingly digital environment, completed by applied research activities to create economic and social value for its regional stakeholders."

#### **Accreditations**



AACSB

Around 800 business schools have obtained this label of excellence, most of them are American institutions. Brest Business School is AACSB accredited since July 2021.



• CGE

Brest Business School has been a member of the CGE since 1992.





BBS has obtained the renewal of the the Global COMPACT PRME accreditation. The school's practices are now inventoried, evaluated and valued both internally and publicly.



Over 50 companies created by BBS incubator

# **Double Degree MBA Program** with Brest Business School







#### **KEY FACTS**



**Duration:** 1,5 years



**Tuition fee** 

1.900.000 AMD per year (\$4400 approx.)



**Submission of applications:** February-September



**Program start date:** October



**Awarded: Armenian State Degree and French Institutional Degree** 



90 credits



Lectures are held at ASUE taught by **International professors** 



**Study Level Requirement:** Bachelor's Degree



Language: **English** 



# **Overview**

The Master of Business Administration is the highest level international graduate degree in the field of global business. The Program covers the various disciplines needed to carry out this mission: strategy, marketing, human finance. resources, management and leadership. It is designed for experienced executives who wish to reorient themselves, acquire dual skills or take on management positions. It is undeniably a career gas pedal.



The Program will be held at ASUE during its whole duration

# **PROGRAM STRUCTURE**

#### Semester 1

#### Module 1 (8 credits)

- Data Thinking
- Financial Management

#### Module 3 (4 credits)

- Business economics
- Electives:

  Hospitality management

  or

  Block-chain development & trend

#### *Module 2 (8 credits)*

- HR Management
- Corporate Purchase and Supply chain Management

#### Module 4 (8 credits)

- Financial risk management
- Electives:
  International financial management
  or
  International business management







# **PROGRAM STRUCTURE**

#### Module 10 (4 credits)

**Research Methods** 

#### Semester 2

#### *Module 5 (8 credits)*

- Strategic Management
- Marketing Management

#### *Module 7 (4 credits)*

- Stock, equity & financial derivatives
- Electives:

  Development trend of the capital market

  or

Private placement investment & financing strategy

#### Module 6 (4 credits)

- Financial big data mining & analysis
- Electives:
   Analysis of financing cases
   or
   M&A, regrouping & integration

#### Module 8 (8 credits)

- Internet operation & management
- Electives:

   Internet finance
   or

   Digital marketing



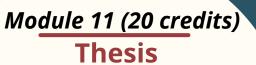
#### Module 9 (8 credits)

- Data model & decision making
- Electives:

**Corporate credit reference** 

or

Analysis of corporate financial statements





# **Academic Excellence Scholarship**

## How to get the scholarship?- Key facts

will be awarded starting from the second semester of studies.

 After the first semester of MBA, two students with the highest GPAs will be awarded the scholarship which covers the tuition fee for one academic semester.

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

holders will be done twice during the whole study period.

2 scholarships available for MBA class





### **TEACHING STAFF - ASUE**



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, thinki 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 Franchics and FII 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.



495 **Academic staff** members

I strongly believe that setting precise reasonable encourages students to actively participate in the course and accomplish their study objectives. I always encourage 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

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



Here you can get knowledge and up-to date skills in more then 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 their interest, desire and action. But surely university gives a lot of opportunities for that

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



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** 



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.

#### **TEACHING STAFF - BBS**



Mariem Brahim, PhD, Assistant Professor in Finance Head of Bachelor programs

Mariem Brahim is a full member of the Brest Business School et Director of Bachelor. From September 2019-2021, she was a full member of the CEPN, The ESLSCA Business School, Director of Bachelor Management in ESLSCA Business School ROF. Her teaching area includes Blochchain and Cryptocurrency, Banking and financial intermediation, Derivatives markets, Microeconomics, Macroeconomics, International Economics, Investments and financial markets, Financial decisions, Mathematics.

Slim Hadoussa is a permanent Professor in Management Information System in Brest Business School. His teaching interests include Management Information System, E-Commerce, Strategic Management, E-Marketing, E-Tourism, Knowledge Management. Slim Hadoussa previouly worked in Saudi Electronic University, Riyadh, Saudi Arabia, University of Tabuk, Saudi Arabia., University of Carthage, Nabeul, Tunisia as an Associate Professor in Management Information System, and in University of Toulouse I Capitole, Toulouse, France as an Assistant Professor in Management Information System.



Slim Hadoussa, PhD
Dean of the Faculty
Associate Professor in Management Information System
Head of Stratégie et Contexte d'Organisations Department



Jomana Manfod, Ph.D Associate Professor in Supply chain and logistics

Jomana Manfod is a Associate Professor in Supply chain and logistics, Brest Business School (BBS). Previously she worked as a Lecturer « ATER » at University of Le Havre, France, Temporary Teaching at University of Le Havre, France and at Burgundy School of Business, France. Her teaching area interests include Global supply chain management, Purchasing and supply chain, Transport and logistics, Decision making, Data analysis, Information system, Project management, Research methodology.



Santosh Venugopal, Ph.D Assistant Professor in Finance Santosh Venugopal is the director of the Master of International Business programme and a lecturer at Brest Business School. His teaching area interests include Economics, Finance, Banking. Research Interests include Banking, Equity, Economics. Santosh Venugopal previously worked EM Normandie, Caen Campus, ISEN business school, at Manipal Academy of Higher Education (University) as a Head of Department for MBA program, and at Finance Accreditation Agency (FAA), Malaysia (subsidiary of Bank Negara Malaysia)

#### **TEACHING STAFF - BBS**



Hervé Salkin, Ph.D. Founder and director of Campus Globe

Further to his Engineering Master studies in Paris (Ecole Polytechnique & Ecole des Mines), Hervé SALKIN held various technical, sales and management positions with French & American groups (Vallourec - Weatherford - FMC).

He acquired his professional experience in Europe and Africa for about 20 years prior to joining academia in 2000 and working for two French graduate engineering schools (ENSTA-Bretagne and ESA), a business school (EMBA / ISUGA) and an adult continuing education firm (International Nuclear Academy).

In 2012 he created his own company - Campus Globe - with the aim of improving higher education & adult continuing education in emerging countries.

Mustapha Hrougha is a Professor & Researcher in Logistic and Supply chain, Brest Business School since September of 2020. Previously he worked as a Teacher trainer at CESI School of Engineers, Temporary Teaching and Research Associate, Evry Val d´Essone University, Temporary Teaching and Research Associate, Troyes University of Technology. His teaching area interests include Logistics management, Supply Cain actors and challenges, Inventory management and forecasting, Global supply chain management, Planning and Scheduling, Production management.



Mustapha Hrouga, Ph.D Assistant Professor in Logistic and Supply chain Management Head of Mastère Spécialisé "Supply Chain and Purchasing Manager

Abdelkader SBIHI is a Full Professor at Brest Business School, holds a Habilitation to Supervise Research (HDR) from the Cy Cergy Paris University and a PhD in Operations from the University of Paris I Panthéon-Sorbonne. He teaches logistics and operations management and quantitative methods. His research work concerns logistics, supply chain analytics and operations management. He has supervised several PhDs or MBA thesis, has been Research Director, Research Center founder and Director and HoD for other institutions. He has published several papers in top tier journals, has been invited as keynote speaker for international conferences and regularly participates in research projects consortium at national, European or international level (INTERREG, FP7, ERDF, H2020...



Abdelkader Sbihi, HDR, Ph.D Full Professor in Logistics, Supply chain Analytics & Operations Management

135 business experts and 25 permanent professors.

# **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** 



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.



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** 

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** 

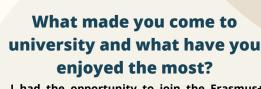
#### **Aleksandrs Posts**

# 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.



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.



#### Andrey

#### **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 openminded, 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

# 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

# **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-scienceeconomy-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.

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

50th best think tank in Central Asia.

# AMBERD BULLETIN

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

327
Guest
Researchers

# 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 **AMBERD Research Center is** involved in the development **implementation** οf and "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 **Visegrad** the 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 Andreasyan 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.



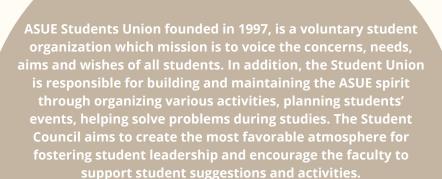


dormitory with a fee of around 60.000AMD-80.000AMD for double rooms. Student dorm is equipped with all the necessary utensils.

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

### **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









#### **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.

#### **Tasty Cuisine**

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







Lusine Danielyan

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





Anzhelika Musayelyan

Head of IRO int.office@asue.am



Sona Aghababyan

Leading Specialist at IRO erasmus.asue@gmail.com int.mobility@asue.am



Anush Isoyan

Chief Specialist at IRO cooperation.asue@gmail.com admissions.asue@gmail.com



Arusyak Kesoyan

Chief Specialist at IRO int.cooperation@asue.am



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 internationally certified (Apostille).
- 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 with the representative of ASUE International Relations Office

#### Third stage

• Confirmation and enrolment procedure

Confirmation from the Ministry of Ministry of Education, Science,

Culture and Sport, tutition payment and final acceptance



