



BUSINESS
DEVELOPMENT
GROUP

2026 EDITION

BDG Course Catalog

Practical learning programs for professionals,
teams, and companies

Same You. Just Better.

Explore BDG programs across business, technology, design, management, finance, HR, marketing, and AI. Courses can be delivered for individuals or adapted as corporate training programs.

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WHAT'S INSIDE

Direction	Courses
Marketing and PR	29
Human Resources	18
Design	34
Data Science	12
Management	26
Programming	42
Finance and Accounting	22
Other Programs	13

Total	196
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Corporate Training Highlights

BDG can adapt any of these programs as corporate training for your team — tailored to your goals, level, and schedule.

■ FEATURED CORPORATE PROGRAM	
Transformation of the Company through AI Help your team adopt AI tools, reshape workflows, and drive measurable business results.	AI Transformation
Sales Skills for Professional Leaders Modern sales frameworks, negotiation tactics, and client communication for leaders.	Sales & Leadership
Business Communication for Professionals Presentation skills, professional writing, and effective cross-team communication.	Soft Skills
Agile Project Management Sprint planning, Scrum ceremonies, and Agile delivery for project teams.	Project Management
PMP Certification Preparation Structured prep for the PMI PMP exam from initiation through closure.	Project Management
Power BI Advanced Advanced dashboards, DAX formulas, and data modelling for BI teams.	Data & Analytics
Business Analysis Professional Course Requirements elicitation, process modelling, and stakeholder management.	Business Analysis
Soft Skills Development Advanced Course Emotional intelligence, conflict resolution, and leadership presence.	Soft Skills
People Management for Leaders Motivation, delegation, feedback culture, and high-performance team building.	Leadership
Time Management Professional Course Priority frameworks, focus systems, and productivity tools for busy teams.	Productivity
Jira Advanced Skills Custom workflows, automation rules, and Jira best practices for teams.	Tools & Workflow
Data Analytics for Professionals Data-driven decision making and analytics tools for non-technical teams.	Data & Analytics
Excel Professional Course Pivot tables, advanced formulas, dashboards, and automation with macros.	Data & Productivity

To request a corporate program, contact: info@bdg.am · +374 55 201 209

Marketing and PR

Performance, brand & communications

Course	Duration	Format	Level	Price
Content Creation + AI	2 month	In-person	Beginner	59 000 AMD
Content Creation + AI	2 month	In-person	Beginner	59 000 AMD
Content Creation + Creative AI	2 month	In-person	Beginner	On request
Content Creation: From Concept to Execution	4 week	In-person	Beginner	55 000 AMD
Copywriting A to Z Course	2 month	Online	Beginner	55 000 AMD
Digital Marketing Full Course	5 month	In-person	—	65 000 AMD
Digital Marketing Full Course	6 month	In-person	—	65 000 AMD
E-commerce Marketing: How to Build a Shop	2 month	In-person	—	55 000 AMD
Instagram Crash Course Plus Reel Making	3 week	In-person	—	29 000 AMD
MarkeTEENG Course For TEENS	1 month	In-person	Beginner	55 000 AMD
Marketing Fundamentals Course	2 month	In-person	Beginner	55 000 AMD
Modern Copywriting with AI	2 month	Online	Beginner	57 000 AMD
Personal Branding: LinkedIn + AI Tools	4 week	In-person	—	55 000 AMD
Professional Meta Ads Course	2 month	In-person	—	On request
Professional Meta Ads Course	2 month	In-person	—	59 000 AMD
SEO Full Course (AI Powered)	2 month	Online	Beginner	59 000 AMD
SEO Full Course and Internship	2 month	Online	Beginner	59 000 AMD
SMM Architecture Course	8 week	In-person	Beginner	69 000 AMD
SMM Architecture in Gyumri	6 week	Hybrid	Beginner	53 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	—	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	Online	Beginner	49 000 AMD

SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Architecture: From Tools to Strategy	2 month	In-person	Beginner	55 000 AMD
SMM Essentials Course and Internship	2 month	Online	Beginner	39 000 AMD
SMM Work-Study Mastery	2 month	In-person	—	55 000 AMD

Human Resources

People, culture & talent

Course	Duration	Format	Level	Price
Career Meetup	2 hour	In-person	—	On request
Career Meetup	2 hour	In-person	—	On request
Career Meetup	2 hour	In-person	—	On request
Career Meetup	2 hour	In-person	—	On request
Digital System for Signing Employment Contracts	2 hour	In-person	—	10 000 AMD
Digital System for Signing Employment Contracts	2 hour	In-person	—	10 000 AMD
Digital System for Signing Employment Contracts	2 hour	Online	—	10 000 AMD
Full Program in HRM	3 month	In-person	Beginner	65 000 AMD
Full Program in HRM	3 month	In-person	Beginner	65 000 AMD
HR Community Meetup	3 hour	In-person	—	On request
HR Management	2 month	In-person	Beginner	63 000 AMD
HR Management	2 month	In-person	Beginner	63 000 AMD
HR Management (AI Powered)	2 month	In-person	Beginner	63 000 AMD
Meet and Grow: Cultural Transformation and Leadership Development in the Organization	1 day	In-person	—	On request
Meet and Grow: How to Find a Job Online	1 day	In-person	—	On request
Talent Acquisition Course	2 month	In-person	Beginner	59 000 AMD
Talent Acquisition Course	2 month	In-person	Beginner	59 000 AMD
Technical Recruitment	6 week	Online	—	55 000 AMD

DESIGN

Design

Product, UX & visual systems

Course	Duration	Format	Level	Price
Design Series Workshop: Unlock Your Design Eye	3 hour	In-person	—	10 000 AMD
Design System Foundations AI Powered	2 month	In-person	—	65 000 AMD
Design Systems Advanced	2 month	In-person	Expert	79 000 AMD
Design Thinking in the Era of AI	2 day	In-person	Beginner	On request
Digital Art	2 month	In-person	—	59 000 AMD
Digital Summer School	2 month	In-person	Beginner	40 000 AMD
Graphic Design Advanced	4 month	In-person	Expert	69 000 AMD
Graphic Design Course for Youth	1 month	In-person	Beginner	55 000 AMD
Graphic Design Level Up Course	3 month	In-person	Intermediate	65 000 AMD
Graphic Design Level Up Course	3 month	In-person	Intermediate	65 000 AMD
Graphic Design for Beginners	2 month	Online	Beginner	49 000 AMD
Graphic Design for Beginners	3 month	In-person	—	55 000 AMD
Graphic Design for Beginners	3 month	In-person	Beginner	55 000 AMD
Graphic Design for Beginners	3 month	In-person	Beginner	55 000 AMD
Imagineer Kids: Robotics, Design, Programming	6 month	In-person	Beginner	40 000 AMD
Innovative Design For Youth	4 month	In-person	—	40 000 AMD
Meet and Grow: Designing Dynamic Interfaces: Master UI Animations & Micro-Interactions	1 day	In-person	—	On request
Meet and Grow: From Concept to Tabletop Game Boards	1 day	In-person	—	On request
Meet and Grow: Game Art: Cyberpunk and Futurism	1 day	In-person	—	On request
Meet and Grow: The Art of Presenting Yourself and Building a Strong Brand	1 day	In-person	—	On request

Meet and Grow: Urbanization: Urban Poster Collage Series	1 day	In-person	—	On request
Meet and Grow■ Design Strategy and Branding	1 day	In-person	—	On request
Motion Design	4 month	In-person	Beginner	59 000 AMD
Motion Design Advanced Course	4 month	In-person	Expert	65 000 AMD
UX Like an Adventure	3 month	In-person	—	59 000 AMD
UX/UI Course for Beginners	2 month	Online	Beginner	55 000 AMD
UX/UI Level Up (AI Powered)	2 month	In-person	—	69 000 AMD
UX/UI Level Up Course	2 month	In-person	—	69 000 AMD
UX/UI for Beginners	4 month	In-person	Beginner	59 000 AMD
UX/UI for Beginners	4 month	In-person	Beginner	59 000 AMD
UX/UI for Beginners	4 month	In-person	—	59 000 AMD
UX UI Intermediate Course	8 week	In-person	Intermediate	65 000 AMD
UX UI for Beginners	3 month	In-person	Beginner	59 000 AMD
User Tales: Stories That Shape Experiences	2 day	In-person	—	79 000 AMD

Data Science

Analytics, insight & decision science

Course	Duration	Format	Level	Price
Advanced Data Analytics Course: Power BI & Python	2 month	In-person	Intermediate	85 000 AMD
Advanced Data Analytics Course: Power BI & Python	2 month	In-person	Intermediate	85 000 AMD
Data Analytics Full Course	5 month	In-person	Beginner	65 000 AMD
Data Analytics Full Course	5 month	In-person	Beginner	65 000 AMD
Machine Learning Academic Program	8 month	In-person	—	69 000 AMD
Machine Learning Academic Program	8 month	In-person	—	69 000 AMD
Meet and Grow: AI Simplified: The Basics of Machine Learning	1 day	In-person	—	On request
Power BI Full Course	6 week	In-person	Expert	79 000 AMD
Power BI Full Course	6 week	In-person	Expert	79 000 AMD
Power BI Full Course	2 month	In-person	Expert	79 000 AMD
SQL Full Course	2 month	In-person	Beginner	59 000 AMD
SQL Full Course	2 month	In-person	Beginner	59 000 AMD

MANAGEMENT

Management

Leadership & operational excellence

Course	Duration	Format	Level	Price
AI for Product Managers	3 hour	In-person	—	10 000 AMD
AI for Project Managers	3 hour	In-person	—	10 000 AMD
Advanced Product Management & Analytics	3 month	In-person	—	75 000 AMD
Advanced Use of Jira and Confluence	4 week	In-person	—	59 000 AMD
Agile Meet and Grow: Agile or Predictive?	1 day	In-person	—	On request
Agile Ninja Workshop	2 day	In-person	Intermediate	79 000 AMD
Agile Project Management Essentials	2 month	Online	Beginner	59 000 AMD
Agile Project Management Essentials	2 month	In-person	Beginner	63 000 AMD
Agile Project Management Essentials	2 month	In-person	Beginner	65 000 AMD
Agile Project Management Essentials	2 month	In-person	Beginner	65 000 AMD
Agile Project Management Essentials	2 month	In-person	Beginner	On request
Agile Project Management Essentials in English	2 month	Online	Beginner	59 000 AMD
Agile Project Management Essentials in Gyumri	6 week	In-person	Beginner	65 000 AMD
Agile Project Management: Advanced Practices + ACP Certification	2 month	In-person	—	69 000 AMD
Agile Scrum Master: Certification Training	1 month	Online	—	79 000 AMD
Business Analysis Essentials	2 month	In-person	Beginner	59 000 AMD
Business Analysis Foundations	2 month	In-person	—	On request
Business Analysis in IT	2 month	In-person	—	65 000 AMD
Meet and Grow: Discover Agile for HR	1 day	In-person	—	On request
PMP Certification: Preparation Course	2 month	In-person	—	59 000 AMD
PMP Certification: Preparation Course	2 month	In-person	—	65 000 AMD

Product Management Essentials + PSPO Certification	3 month	In-person	Beginner	65 000 AMD
Product Management Essentials + PSPO Certification	3 month	In-person	Beginner	65 000 AMD
Product Management Essentials + PSPO certification	3 month	In-person	Beginner	65 000 AMD
Project Management Fundamentals	2 month	In-person	—	59 000 AMD
Project Management Fundamentals: AI Powered	2 month	In-person	Beginner	63 000 AMD

PROGRAMMING

Programming

Software engineering & development

Course	Duration	Format	Level	Price
AI Skill Set Full Course	1 month	In-person	Beginner	59 000 AMD
Automation QA with Python Course	3 month	In-person	—	59 000 AMD
Automation Testing	4 month	In-person	—	65 000 AMD
Automation Testing: JS + Playwright	4 month	In-person	—	65 000 AMD
Basics of programming: First steps in Java	3 month	In-person	—	55 000 AMD
Become an Email Security Engineer	2 month	In-person	Beginner	39 000 AMD
Cybersecurity Full Course	5 month	In-person	Intermediate	69 000 AMD
DevOps Course in Vanadzor	2 month	In-person	Beginner	29 000 AMD
DevOps Full Course	5 month	In-person	Beginner	69 000 AMD
DevOps Full Course	6 month	In-person	Beginner	69 000 AMD
DevOps Intermediate Course	4 month	In-person	Intermediate	65 000 AMD
DevOps for Beginners	3 month	In-person	Beginner	59 000 AMD
Django: Python Web Framework Course	2 month	In-person	—	55 000 AMD
Frontend Development Academic Program	6 month	In-person	Beginner	65 000 AMD
IT Sales: Converting Leads to Clients	2 month	In-person	—	55 000 AMD
JAVA Academic Program	5 month	In-person	Expert	60 000 AMD
Java Course For Beginners	3 month	In-person	Beginner	55 000 AMD
Java Full Course for Graduates	6 month	In-person	—	69 000 AMD
Java Full Course for Graduates	6 month	In-person	—	69 000 AMD
JavaScript & React.JS Course	5 month	In-person	Beginner	55 000 AMD
JavaScript Course for Beginners	3 month	In-person	Beginner	55 000 AMD
Manual QA	2 month	In-person	Beginner	55 000 AMD
Manual QA	3 month	In-person	Beginner	55 000 AMD
Manual QA	3 month	In-person	—	63 000 AMD

Manual QA	3 month	In-person	—	63 000 AMD
Mathematics for Programming	3 week	Online	—	On request
Meet and Grow: How to Test AI	1 day	In-person	—	On request
Meet and Grow: Python Essentials: From Learning to Earning	1 day	In-person	—	On request
Meet and Grow■ Computer Science	1 day	In-person	Beginner	On request
Meet and Grow■ How to Integrate AI Into Your Daily Work?	1 day	In-person	—	On request
Meet and Grow■ Introduction to web3: The Internet of the Future	1 day	In-person	—	On request
Network Engineering Fundamentals	2 month	In-person	—	55 000 AMD
Programming Basics	5 week	Online	Beginner	On request
Programming for Kids	3 month	In-person	Beginner	40 000 AMD
Python Advanced Course	3 month	In-person	Expert	59 000 AMD
Python Full Course (AI Powered)	4 month	In-person	—	65 000 AMD
Python Full Course (with Fast API)	6 month	In-person	Beginner	65 000 AMD
Python Fundamental	5 month	In-person	Beginner	On request
Python Internship Course	5 month	In-person	Beginner	63 000 AMD
QA Automation with JAVA	3 month	In-person	—	63 000 AMD
React JS	3 month	In-person	Beginner	55 000 AMD
Transition From Manual To Automation Testing: Benefits	1 day	In-person	—	On request

Finance and Accounting

Finance, accounting & analysis

Course	Duration	Format	Level	Price
Accounting and Tax Course for Beginners	4 month	In-person	Beginner	57 000 AMD
Accounting and Tax Course for Beginners	4 month	In-person	Beginner	59 000 AMD
Accounting and Tax Course for Beginners	4 month	In-person	Beginner	59 000 AMD
Advanced MS Excel Program for Companies	1 month	In-person	—	59 000 AMD
Financial Analysis and Management	2 month	In-person	Intermediate	65 000 AMD
Financial Analysis and Management	2 month	In-person	Intermediate	65 000 AMD
Financial Analysis and Management	2 month	In-person	Intermediate	65 000 AMD
Financial Modeling Course	6 week	In-person	—	69 000 AMD
Financial and Tax Accounting	4 month	In-person	Beginner	53 000 AMD
HR Accounting	5 week	In-person	Beginner	57 000 AMD
HR Accounting	5 week	Online	Beginner	57 000 AMD
HR Accounting	5 week	In-person	Beginner	57 000 AMD
HR Accounting	5 week	Online	Beginner	59 000 AMD
HR Accounting	2 month	In-person	Beginner	59 000 AMD
IFRS and IAS Full Course	2 month	In-person	—	59 000 AMD
IFRS and IAS Full Course	2 month	In-person	—	On request
MS Excel Full Course	5 week	Online	Beginner	39 000 AMD
MS Excel Full Course	5 week	Online	Beginner	39 000 AMD
MS Excel Full Course	5 week	Online	Beginner	39 000 AMD
MS Excel Full Course	5 week	Online	Beginner	39 000 AMD
MS Excel Full Course	5 week	Online	Beginner	39 000 AMD
Meet and Grow■ Financial Literacy	1 week	In-person	—	On request

OTHER

Other Programs

Course	Duration	Format	Level	Price
AI Agents in Action: Tools for Smarter Work	4 week	In-person	—	55 000 AMD
AI Octopus Workshop	3 hour	In-person	—	On request
Course Info Day for Graphic Design, UX/UI Design, Digital Art, AI Skill Set Full Course	1 day	In-person	—	On request
Customer Support Course for Companies	1 month	In-person	—	59 000 AMD
Energy For Sales: A Big Sales Workshop	2 day	In-person	Intermediate	55 000 AMD
Info Day for the Marketing Courses	1 day	In-person	—	On request
Modern Sales Professional (with AI)	2 month	In-person	—	69 000 AMD
Sales Essentials Course + Internship	4 week	In-person	—	49 000 AMD
Soft Skills Crash Course	3 week	Online	—	25 000 AMD
The Realtors Academy	2 month	In-person	Beginner	69 000 AMD
The Realtors Academy	2 month	In-person	Beginner	69 000 AMD
The Realtors Academy: Sales and Real Estate Master Class	3 hour	In-person	—	3 000 AMD
“BDG Is Coming”: Educational Project	6 week	In-person	Beginner	On request

Need a custom program for your team?

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