

Strategic Planning And Business Development

Duration
54 hours

Location
Yerevan and Dilijan

Language
Armenian, English, Russian (simultaneous translation into Armenian if needed)

Throughout the program:
Intensive courses
Masterclasses
Practical work
Facilitation session

At the end of the program:
Matena certificate of program completion

Program Overview

A hands-on program designed to equip leaders with the tools and skills to drive real business impact.
Participants learn to craft effective strategies, analyze opportunities, and develop actionable business models.
Guided by top experts, the program combines practical exercises, group works, and individual application to ensure that to ensure relevance and real impact on each participant’s case.
By the end, leaders gain confidence, clarity, and the ability to turn insights into measurable results.

Who is the Program Meant for?

- → Individuals or teams who want to start a business
- → Executives of various levels and business owners who want to improve skills related to strategic planning and business development
- → Specialists and managers of various levels whose work is related to strategic planning, analysis and business development





What Makes This Program Unique and Practical

Group Work: Crafting a Strategy for a Real Case

Participants collaborate in teams to develop a real strategic plan for a case company using Stratena GPT as an AI assistant. This hands-on experience helps translate theoretical insights into actionable strategies in real contexts.

Individual Task: Crafting Own Business Model

Each participant applies the gained knowledge to their own organization or department, designing a business model that reflects their unique challenges and opportunities, and receiving feedback from the expert and peers.

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What You Get

Local and International Expertise
by professionals with long-standing practical and teaching experience

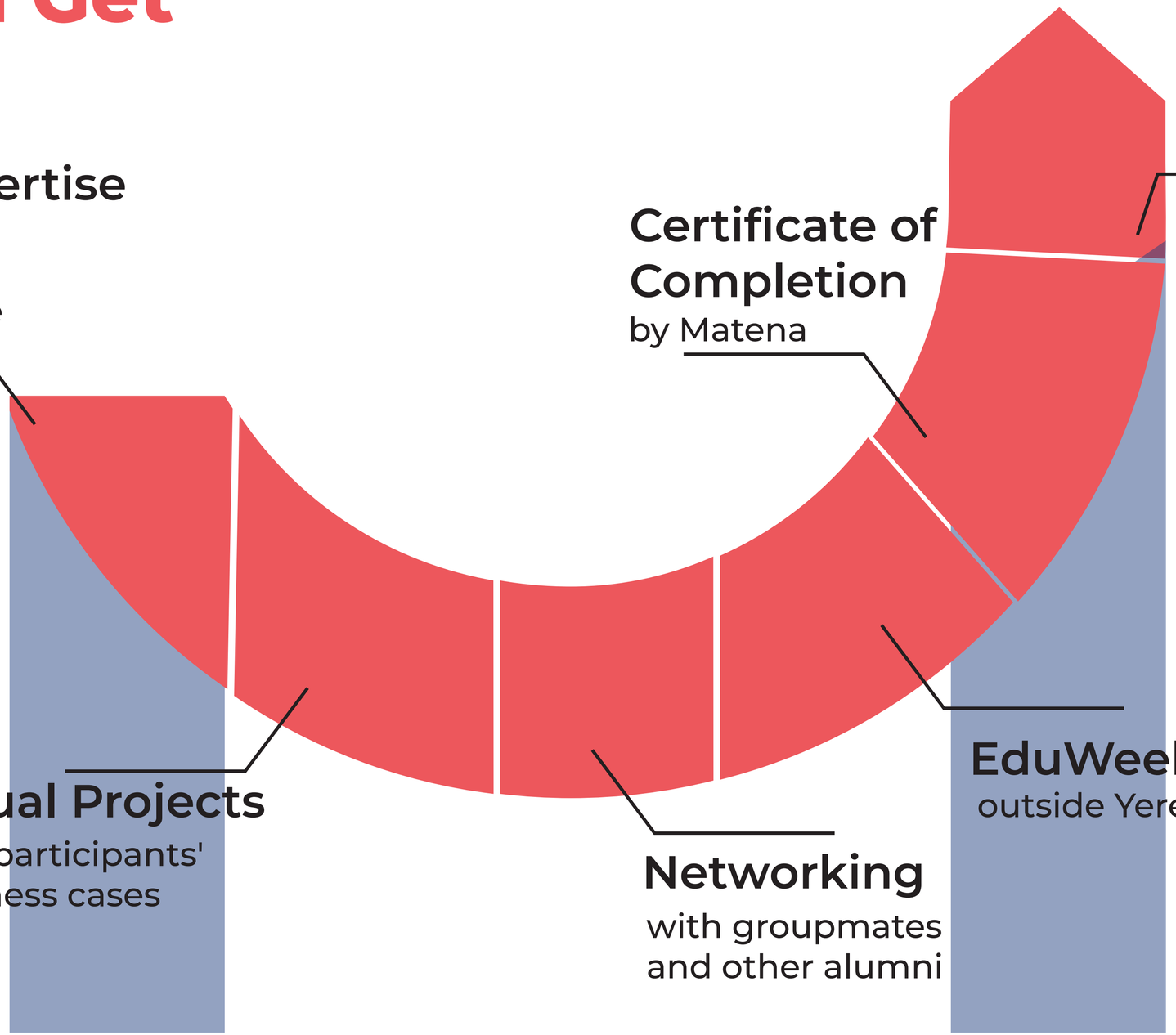
Individual Projects
based on participants' own business cases

Networking
with groupmates and other alumni

EduWeekend
outside Yerevan

Certificate of Completion
by Matena

Alumni Club Membership
access to the Matena alumni community



Program Outcomes

- Ability to set top-level strategic goals
- Ability to effectively analyze the internal and external factors affecting the effectiveness and competitiveness of a company
- Skills in using a toolkit of strategic planning and business development
- Knowledge of various types of competitive strategies
- Skills in identifying and designing a business development strategy
- Ability to align business strategy to the mission and vision of their organization
- Skills to develop business models
- Ability to implement gained knowledge and skills to own business cases
- Understand the basics of corporate finance
- Skills in evaluating and monitoring performance, making appropriate revisions

Program Experts



Edgar Karapetyan

Deputy CEO and the Chief Innovation Officer, Galaxy Group of Companies



Arshavir Minasaryan

General Manager at Wellar Group LLC



Haykaz Fanyan

CEO, Modex

Program Experts



Pierre Gurdjian

Co-Founder, "Belgium's 40 under 40", Chairman, Board of Directors of the Université Libre de Bruxelles (ULB)



Ruben Hayrapetyan

Co-founder & CEO, Matena



Kenneth Keverian

Executive Advisor, BCG, Former Senior Vice President, Corporate Strategy, IBM

What Do the Experts Say?

In the module, participants will explore the fundamentals of strategy – from value creation and competitive advantage to real-world decision-making under uncertainty. We'll break down corporate, business, and functional strategy layers, and dive deep into tools like scenario planning, the value curve model, and industry analysis frameworks. Participants will develop the mindset and skills to craft clear long-term goals, define business scope, and align strategic initiatives with measurable KPIs and metrics.

Through real-life cases – from international and Armenian practices – you'll see how these principles guide top-level decisions. You will learn about the Galaxy Group case, illustrating how a diversified Armenian business group applies strategic planning to scale multiple businesses while maintaining a unified corporate mission. Whether you're scaling a startup or leading transformation in a traditional business, this session equips you to think strategically, act decisively, and build sustainable long-term value for your business.



Edgar Karapetyan

Deputy CEO and the Chief Innovation Officer, Galaxy Group of Companies

What Do the Experts Say?



Arshavir Minasaryan
General Manager at Wellar Group LLC

In the "Strategic Planning and Business Development" program, my sessions focus on equipping participants with the financial knowledge and tools necessary to drive strategic business decisions. Key topics include understanding financial reports, strategic budgeting for resource allocation, and assessing financial performance through in-depth corporate finance analysis. Participants will learn how to outline financial resources effectively, evaluate financial health, and make data-driven decisions that align with long-term business objectives. By the end of the session, you will gain the practical skills to analyze and interpret financial data, empowering you to contribute to business growth with a deeper understanding of the financial landscape. Real-world examples will illustrate how successful organizations use financial insights to navigate challenges and seize opportunities for growth.

Admissions

Application Submission

Call with Matena
Program Team

Admission Decision

Applicant’s Confirmation



Payment Process

Program Participation

What Do Our Alumni Say?

Tatevik Hovakimyan
Foudner and CEO, CardioLab



In two intense months, the "Strategic Planning & Business Development" program pushed me to make tough, focused choices—where to play, how to win, and what to stop doing. The hands-on approach stood out: live cases from our own businesses, direct faculty feedback, and a diverse cohort from tech, finance, retail, and healthcare that elevated every discussion.

The result for my company was clarity—sharper value proposition, focused services, measurable goals, and a weekly execution rhythm we actually follow. For me, it brought strategic confidence and momentum.

Alumni Club

In August 2022, Matena held a special reunion event that marked the official launch of the Matena Alumni Club, bringing together graduates of Matena’s various educational programs.

Since its founding, the Alumni Club has become a platform where alumni leaders reconnect, exchange ideas, and build lasting professional relationships. Through regular events, panel discussions, and collaborative initiatives, Matenians share experience, collaborate, and implement joint projects.

Today, the Matena Alumni Club unites a network of more than 700 leaders, offering exclusive benefits and access to a growing ecosystem of business and social collaborations.

The Club is led by an Alumni Council that supports the development of the community and ensures the continuous creation of valuable initiatives and opportunities for its members.









