

Date	Instructor Name	Session Name
Module 1: Introduction		
23.10.2017	Dr. Michel Naguib	Introduction to the course: Business Plan preparation - part 1 & 2
24.10.2017	Hisham Khalafallah	Introduction to Entrepreneurship Management Are You An Entrepreneur?
30.10.2017 31.10.2017	Ali Haddad	Laws & Regulations for Restaurant Operations in the UAE
01.11.2017	Hamed Al Ali	How to start your business step by step
06.11.2017	David Butterson	The Food service industry; environment in the UAE
Module 2		
07.11.2017	Daniel During	Planning and Developing a Restaurant Concept
08.11.2017	Daniel During	Kitchen and Restaurant Design
13.11.2017	Dr. Michel Naguib	Mastering Hospitality Finances - 1
Module 3		
14.11.2017	David Butterson	Menu Analysis and Engineering
15.11.2017	David Butterson	Standard Food Costs and Pricing Strategies
20.11.2017	Dr. Michel Naguib	Mastering Hospitality Finances - 2
Module 4		
21.11.2017	David Butterson	Staff Planning and Scheduling
22.11.2017	Dr. Michel Naguib	Understanding Restaurant Profit and Loss Accounts
27.11.2017	David Butterson	Roundtable session with Executive Chef and Restaurant Manager <i>(Optional)</i>

Module 5		
28.11.2017	Daniel During	Food Safety and Determining Standards
29.11.2017	David Butterson	Food and Beverage Marketing
04.12.2017	David Butterson	Enhancing the Guest Experience
05.12.2017	David Butterson	Visit to Professional Commercial Catering Kitchen, World Trade Centre (Extracurricular Activity) <i>(Optional)</i>

Module 6		
06.12.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants (1) - Operating expenses
11.12.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants (2) - Consolidating revenue, expenses and investment - ROI - 3 Years Plan - Best and worst case scenarios
12.12.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants (3) - Investment Analysis
13.12.2017	Dr. Michel Naguib	Feasibility Studies for Restaurant (4) - Food Costs
18.12.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants (5) - Payroll

Module 7: Exercises		
19.12.2017	Dr. Michel Naguib	Business Plan Exercises
20.12.2017	Dr. Michel Naguib	Business Plan Revision

POST COURSE PROJECT		
01.01.2018	Dr. Michel Naguib David Butterson	One-on-One Business Plan Review - 1
02.01.2018	Dr. Michel Naguib David Butterson	One-on-One Business Plan Review - 2
03.01.2018	David Butterson	On-the-Job Placements



Professional Hospitality & Restaurant Management Certificate



REGISTRATION CRITERIA

- The applicant must have a business idea that he/she seeks to transform into an actual project.
- Candidates should attend at least 84 training hours from a total of 96 to be eligible for the certificate.
- Active participation in the training sessions is compulsory.
- Applicants must have a "business idea" in Hospitality and Restaurant Field.

For Registration
& More Information
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Date
Time
Language
Fees
Location

Oct. 23rd, 2017 - Jan. 3rd, 2018
05:00 - 09:00 PM
English
AED 3,500
(30% Discount for UAE Nationals "AED 2,450")
**2nd Floor, Conference Center
Business Village, Bldg. B, Deira**