

Date	Instructor Name	Session Name
Module 1: Introduction		
02.04.2017	Dr. Michel Naguib	Introduction to the course: Business Plan preparation - part 1 & 2
03.04.2017	Hisham Khalafallah	Introduction to Entrepreneurship Management Are You An Entrepreneur?
04.04.2017	Ali Haddad	Laws & Regulations for Restaurant Operations in the UAE
05.04.2017	Hamed Al Ali	How to start your business step by step
11.04.2017	Marina Rizzi	The Food service industry; environment in the UAE
Module 2		
12.04.2017	Marina Rizzi	Planning and Developing a Restaurant Concept
16.04.2017	Marina Rizzi	Kitchen and Restaurant Design
17.04.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants Part 1 - Investment
Module 3		
18.04.2017	Marina Rizzi	Menu Analysis and Engineering
19.04.2017	Marina Rizzi	Standard Food Costs and Pricing Strategies
23.04.2017	Dr. Michel Naguib	Feasibility Studies for Restaurant Concepts Part 2 - Food Costs
Module 4		
24.04.2017	Daniel During	Staff Planning and Scheduling
25.04.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants Part 3- Payroll
26.04.2017	Marina Rizzi	Roundtable session with Executive Chef and Restaurant Manager <i>(Optional)</i>

Module 5		
30.04.2017	Daniel During	Food Safety and Determining Standards
01.05.2017	Marina Rizzi	Food and Beverage Marketing
02.05.2017	Daniel During	Enhancing the Guest Experience
03.05.2017	Marina Rizzi	Visit to Professional Commercial Catering Kitchen, World Trade Centre <i>(Extracurricular Activity) (Optional)</i>

Module 6		
07.05.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants Part 4 - Operating expenses
08.05.2017	Dr. Michel Naguib	Feasibility Studies for Restaurants Part 5 - Consolidating revenue, expenses and investment - ROI - 5 Years Plan - Best and worst case scenarios
09.05.2017	Dr. Michel Naguib	Mastering Hospitality Finances - 1
10.05.2017	Dr. Michel Naguib	Mastering Hospitality Finances - 2
14.05.2017	Dr. Michel Naguib	Understanding Restaurant Profit and Loss Accounts

Module 7: Exercises		
15.05.2017	Dr. Michel Naguib	Business Plan preparation
16.05.2017	Dr. Michel Naguib	Business Plan Exercises
17.05.2017	Dr. Michel Naguib	Business Plan Revision

POST COURSE PROJECT		
23.05.2017	Dr. Michel Naguib Marina Rizzi	One-on-One Business Plan Review - 1
24.05.2017	Dr. Michel Naguib Marina Rizzi	One-on-One Business Plan Review - 2
After Eid holidays	Marina Rizzi	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

April 2nd - May 24th, 2017
05:00 - 09:00 PM
English | facilitated with a translator to Arabic
AED 3,500
(30% Discount for UAE Nationals "AED 2,450")
2nd Floor, Conference Center
Business Village, Bldg. B, Deira