

Date	Instructor Name	Session Name
<b>Module 1: Introduction</b>		
08.10.2018	Dr. Michel Naguib + Guest speaker from DED	Introduction to the course: Business Plan preparation – part 1 & 2
09.10.2018	Hisham Khalafallah	Introduction to Entrepreneurship Management Are You An Entrepreneur?
10.10.2018	Ali Haddad	Laws & Regulations for Restaurant Operations in the UAE
11.10.2018	Hamed Al Ali + Guest speaker from DED	How to start your business step by step
<b>Module 2</b>		
15.10.2018	Marina Rizzi	The Food service industry; environment in the UAE
16.10.2018	Marina Rizzi	Planning and Developing a Restaurant Concept
17.10.2018	Marina Rizzi	Kitchen and Restaurant Design
<b>Module 3</b>		
22.10.2018	Dr. Michel Naguib	Mastering Hospitality Finances - 1
23.10.2018	Dr. Michel Naguib	Mastering Hospitality Finances - 2
24.10.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (1); <b>Capital Expenses</b>
<b>Module 4</b>		
28.10.2018	Executive Chef Micheal Kitts & Restaurant Manager Sarah Belengar	Kitchen & Restaurant Pratical Exposure Session Part 1
30.10.2018	Marina Rizzi	Understanding Restaurant Profit and Loss Accounts
31.10.2018	Marina Rizzi	Standard Food Costs and Pricing Strategies

<b>Module 5</b>		
05.11.2018	APEX Food Consultants	Highfield Level-1 Award in Food Safety in Catering
06.11.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (2); <b>Balance Sheet</b> Feasibility Studies for Restaurants (3); <b>Income Statement &amp; ROI</b>
07.11.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (4); <b>Food Costing</b> Feasibility Studies for Restaurants (3); <b>Payroll</b>
<b>Module 6</b>		
11.11.2018	Executive Chef Micheal Kitts & Restaurant Manager Sarah Belengar	Kitchen & Restaurant Pratical Exposure Session Part 2
12.11.2018	Marina Rizzi	Food Safety and Determining Standards
13.11.2018	Marina Rizzi	Staff Planning and Scheduling
14.11.2018	Marina Rizzi	Food and Beverage Marketing
<b>Module 7: Exercises</b>		
18.11.2018	Marina Rizzi	Menu Analysis and Engineering
19.11.2018	Marina Rizzi	Enhancing the Guest Experience
21.11.2018	Marina Rizzi	Visit to Professional F&B concept development, Meeras (Extracurricular Activity) <i>(Optional)</i>
<b>Module 8: Exercises</b>		
26.11.2018	Dr. Michel Naguib	Business Plan Preparation
27.11.2018	Dr. Michel Naguib	Business Plan Exercises
28.11.2018	Dr. Michel Naguib	Business Plan Revision
<b>POST COURSE PROJECT</b>		
11.12.2018	Marina Rizzi & Dr. Michel Naguib	One-on-One Business Plan Review - 1
12.12.2018	Marina Rizzi & Dr. Michel Naguib	One-on-One Business Plan Review - 2
13.12.2018	Marina Rizzi	Job Placement



# 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

**0552054555**  
**04 361 3061**  
**04 361 3055**  
**dea@sme.ae**

Date  
Time  
Language  
Fees  
Location

**Oct. 8<sup>th</sup> - Dec. 13<sup>th</sup>, 2018**  
**05:00 - 09:00 PM**  
**English**  
**AED 3,675**  
(30% Discount for UAE Nationals “AED 2,572.5” )  
**Business Village, Block B, Deira  
& Emirates Academy for Hospitality,  
Jumeirah**