



Title	Instructor Name	Date
Introduction to Entrepreneurship Management; Are You An Entrepreneur?	Hisham Khalafallah	26.10.2015
Setting Up Your SME – Laws & Regulations for Restaurant Operations in the UAE	Ali Haddad	27.10.2015 28.10.2015
How to Start Your Small Business Step by Step	Hamed Al Ali	01.11.2015
The Food Service Industry; Environment in the UAE	EAHM / Mr. Daniel During	03.11.2015
Planning and Developing a Restaurant Concept	EAHM / Mr. Daniel During	04.11.2015
Feasibility Studies for Restaurant concepts in the UAE part 1- revenues	EAHM / Mr. Daniel During	08.11.2015
Feasibility Studies for Restaurant concepts in the UAE part 2- costs	EAHM / Mr. Daniel During	09.11.2015
Understanding Restaurant Profit and Loss Accounts	EAHM / Mr. Daniel During	10.11.2015
Kitchen and Restaurant Design	EAHM / Mr. Daniel During	11.11.2015
Mastering Hospitality Finances	Dr. Michel Naguib	16.11.2015 17.11.2015 18.11.2015
Business Plan Preparation		
Roundtable session with Executive Chef and Restaurant Manager (Optional)		22.11.2015
Standard Food Costs and Pricing Strategies	EAHM / Mr. Daniel During	23.11.2015
Menu Analysis and Engineering		24.11.2015
Food Safety and Determining Standards		25.11.2015
Staff Planning and Scheduling		06.12.2015
Food and Beverage Marketing		07.12.2015
Enhancing the Guest Experience		08.12.2015
Visit to Professional Commercial Catering Kitchen World Trade Centre (extracurricular activity) (Optional)		09.12.2015
Business Plan Exercises	Dr. Michel Naguib	14.01.2016
One-on-One Business Plan Review	Dr. Michel Naguib & Mr. Daniel During	25.01.2016 26.01.2016
On-the-Job Placements	EAHM / Mr. Daniel During	02.02.2016

Professional Hospitality & Restaurant Management Certificate



Date
Time
Language
Fees
Location

26th October 2015 – 2nd February 2016
05:00 - 09:00 PM
English (facilitated by bilingual instructors)
AED 3,500
(30% Discount for UAE Nationals "AED 2,450")
Conference Center, 2nd Floor,
Business Village, Bldg. B, Deira

Registration Criteria

- The applicant must have a business idea that he/she seeks to transform into an actual project.
- Candidates should attend at least **68** training hours from a total of **80** 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.



أكاديمية دبي لريادة الأعمال
Dubai Entrepreneurship Academy