



أكاديمية دبي لريادة الأعمال
Dubai Entrepreneurship Academy

مؤسسة محمد بن راشد للتعليمية
The Educational Arm of Mohammed Bin Rashid Est. for SME Development DUBAI SME
إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي
An Agency of the Department of Economic Development - Government of Dubai

Dubai Entrepreneurship Academy Hospitality & Restaurant Management Diploma 19th Sept - 7th Dec 2016

MODULE 1 : INTRO

01

19th Sep 2016

Introduction to Entrepreneurship
Management
Are You An Entrepreneur?

Hisham Khalafallah

03

21st Sep 2016

How to start your business step
by step

Hamed Al Ali

05

27th Sep 2016

Introduction to the course:
Business Plan preparation
Part 2

Dr. Michel Naguib

02

20th Sep 2016

Setting up your SME-
Laws & Regulations for
Restaurant Operations in the
UAE

Ali Haddad

04

26th Sep 2016

Introduction to the course:
Business Plan preparation
Part 1

Dr. Michel Naguib

06

28th Sep 2016

The Foodservice industry;
environment in the UAE

Marina Rizzi



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MODULE 2 :

07

03rd Oct 2016

Planning and Developing a
Restaurant Concept

Marina Rizzi

08

04th Oct 2016

Kitchen and
Restaurant Design

Marina Rizzi



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MODULE 3 :

09

05th Oct 2016

Feasibility Studies for
Restaurants - Part 1 - Investment

Daniel During

11

11th Oct 2016

Feasibility Studies for
Restaurants - Part 3 - Payroll

Daniel During

13

17th Oct 2016

Feasibility Studies for Restaurants
Part 5 - Consolidating revenue,
expenses and investment -ROI-5
Years Plan -Best and worst
casescenarios

Daniel During

10

10th Oct 2016

Feasibility Studies for
Restaurants - Part 2 - Food Costs

Daniel During

12

12th Oct 2016

Feasibility Studies for
Restaurants
Part 4 - Operating expenses

Daniel During



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MODULE 4 :

14

18th Oct 2016

Menu Analysis and Engineering

Marina Rizzi

15

19th Oct 2016

Standard Food Costs and
Pricing Strategies

Marina Rizzi

MODULE 5 :

16

24th Oct 2016

Staff Planning and Scheduling

Marina Rizzi

17

25th Oct 2016

Roundtable session with
Executive Chef and Restaurant
Manager (Optional)

Marina Rizzi



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MODULE 6 :





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MODULE 7 : EXERCISES





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MODULE 7 : EXERCISES

27

16th Nov 2016

Business Plan Exercises

Dr. Michel Naguib

26

15th Nov 2016

Business Plan preparation

Dr. Michel Naguib

28

05th Dec 2016

Business Plan Revision

Daniel During

29

06th Nov 2016

One-on-One Business Plan
Review - 1

**Dr. Michel Naguib
Daniel During
Marina Rizzi**

30

07th Dec 2016

One-on-One Business Plan
Review - 2

**Dr. Michel Naguib
Daniel During
Marina Rizzi**

POST COURSE PROJECT