

Date	Instructor Name	Session Name
Module I: Introduction to Entrepreneurship Management		
02.09.2019	Hisham KhalafAlla	Understanding Entrepreneurship
03.09.2019	Dr. Abdullah AlAwadhi	Business Model Canvas
04.09.2019	Dr. Tarifa Al Zaabi	Your Idea Your Success
09.09.2019	Ali AlHaddad	Legal Aspects of Entrepreneurship
10.09.2019		
11.09.2019	Dr. Tarifa Al Zaabi	Introduction to Innovation Management
Review - Module I		

Module II: Sales & Marketing		
15.09.2019	Dr. Tamer Farouq	Marketing Management for Entrepreneurs
16.09.2019		
17.09.2019	Dr. Tarifa Al Zaabi	Introduction to E-Commerce
18.09.2019	Dr. Tarifa Al Zaabi	Using Social Media Effectively
23.09.2019	Hisham KhalafAlla	Selling Skills Strategies
24.09.2019		
25.09.2019	Rania Sheir	Human Resources Management
Review - Module II		

Module III: Fundamentals of Business Plan		
29.09.2019	Dr. Michel Naguib	Introduction to Business plan
30.09.2019		
01.10.2019	Dr. Michel Naguib	SME Financial Management
02.10.2019		
07.10.2019	Anas Abu Hamam	Customer Service Excellence
08.10.2019	Dr. Tamer Elewa	Operation Management
Review - Module III		

Module IV: Business Plan Preparation		
09.10.2019	Ahmad Zaza	Introduction to intellectual Property Management and Protection
13.10.2019	Dr. Michel Naguib	Entrepreneurship Managerial Skills - How to Manage Your Business Effectively
14.10.2019	Dr. Michel Naguib	Business Plan Preparation Workshop
15.10.2019	Dr. Michel Naguib	Financial Plan Preparation Workshop
16.10.2019	Hamid Al Ali	How to Start Your Business Step by Step
20.10.2019		
21.10.2019	Consultants	Coaching and Consultation
22.10.2019		
23.10.2019		
29.10.2019	Judgment Panel	Business Plan Review & Presentation
30.10.2019		



**CERTIFIED
ENTREPRENEURSHIP
Professional Diploma**



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 from the Academy which is Attested from the KHDA
- To be Eligible to get the professional and Achievement Certificate, you must pass the Parametric Test.
- Active participation in the training sessions is compulsory.
- Applicants must have a business idea.

Date	Sept. 2 nd - Oct. 30 th , 2019	For Registration & More Information 0552054555 04 361 3061 04 361 3055 dea@sme.ae
Time	05:00 - 09:00 PM	
Language	Arabic	
Fees	AED 5,775 (Discount for UAE Nationals AED 3,675)	
Location	2 nd Floor, Conference Center Business Village, Bldg. B, Deira	