

Date	Instructor Name	Session Name
Module 1: Introduction		
19.03.2018	Dr. Michel Naguib	Introduction to the course: Business Plan preparation - part 1 & 2
20.03.2018	Hisham Khalafallah	Introduction to Entrepreneurship Management Are You An Entrepreneur?
21.03.2018 25.03.2018	Ali Haddad	Laws & Regulations for Restaurant Operations in the UAE
26.03.2018	Hamed Al Ali	How to start your business step by step
27.03.2018	Ahmed Amin	The Food service industry; environment in the UAE
Module 2		
28.03.2018	Helen Morris /Ahmed Amin	Planning and Developing a Restaurant Concept
01.04.2018	Dr. Michel Naguib	Mastering Hospitality Finances - 1
02.04.2018	Helen Morris /Ahmed Amin	Kitchen and Restaurant Design
Module 3		
03.04.2018	Ahmed Amin	Menu Analysis and Engineering
04.04.2018	Dr. Michel Naguib	Mastering Hospitality Finances - 2
08.04.2018	Ahmed Amin	Standard Food Costs and Pricing Strategies
Module 4		
09.04.2018	Ahmed Amin	Staff Planning and Scheduling
10.04.2018	Ahmed Amin	Roundtable session with Executive Chef and Restaurant Manager (Optional)
11.04.2018	Dr. Michel Naguib	Understanding Restaurant Profit and Loss Accounts

Module 5		
15.04.2018	Tisha Alex /Ahmed Amin	Food Safety and Determining Standards
16.04.2018	Ahmed Amin	Food and Beverage Marketing
17.04.2018	Ahmed Amin	Enhancing the Guest Experience
18.04.2018	Ahmed Amin	Visit to Professional Commercial Catering Kitchen, World Trade Centre (Extracurricular Activity) (Optional)
Module 6		
22.04.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (1) - Operating expenses
23.04.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (2) - Consolidating revenue, expenses and investment - ROI - 3 Years Plan - Best and worst case scenarios
24.04.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (3) - Investment Analysis
25.04.2018	Dr. Michel Naguib	Feasibility Studies for Restaurant (4) - Food Costs
29.04.2018	Dr. Michel Naguib	Feasibility Studies for Restaurants (5) - Payroll
Module 7: Exercises		
30.04.2018	Dr. Michel Naguib	Business Plan Exercises
03.05.2018	Dr. Michel Naguib	Business Plan Revision
POST COURSE PROJECT		
07.05.2018	Dr. Michel Naguib Ahmed Amin	One-on-One Business Plan Review - 1
08.05.2018	Dr. Michel Naguib Ahmed Amin	One-on-One Business Plan Review - 2
After Eid Holidays	Ahmed Amin	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
0552054555
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Date
Time
Language
Fees
Location

March 19th - May 8th, 2018
05:00 - 09:00 PM
Arabic
AED 3,675
(30% Discount for UAE Nationals "AED 2,572.5")
2nd Floor, Conference Center
Business Village, Bldg. B, Deira