

Date	Instructor Name	Session Name
<b>Module I: Management</b>		
19.02.2018	Hisham KhalafAlla	Understanding Entrepreneurship
20.02.2018	Hisham AlGurg	Business Model Canvas
26.02.2018	Hisham AlGurg	Marketing Management for Entrepreneurs
27.02.2018		
28.02.2018	Dr. Michel Naguib	Entrepreneurship Managerial Skills How to Manage Your Business Effectively
	Review - Module I	
<b>Module II: Sales &amp; Marketing</b>		
06.03.2018	Ali AlHaddad	Legal Aspects of Entrepreneurship
07.03.2018		
11.03.2018	Tarifa Al Zaabi	Your Idea ... Your Success
12.03.2018	Hisham KhalafAlla	Selling Skills Strategies
13.03.2018		
14.03.2018	Tarifa Al Zaabi	Introduction to E-Commerce
19.03.2018	Tarifa Al Zaabi	Using Social Media Effectively
20.03.2018	Anas Abu Hamam	Customer Service Excellence
21.03.2018		
	Review - Module II	
<b>Module III: Finance &amp; Business Plan</b>		
25.03.2018	Dr. Michel Naguib	SME Financial Management
27.03.2018		
28.03.2018		
02.04.2018	Dr. Michel Naguib	How to Develop a Business Plan
03.04.2018		
04.04.2018	Rania Sheir	Human Resources Management
09.04.2018	Hamid Al Ali	How to Start Your Business - Step by Step
10.04.2018		
	Review - Module III	
<b>Module IV: Human Resources &amp; Operations</b>		
16.04.2018	Dr. Michel Naguib	Financial Plan Workshop
17.04.2018	Dr. Michel Naguib	Business Plan Workshop
18.04.2018	(IBTA)	Promatric Test (IBTA)
01.05.2018	Judgment Panel	Business Plan Review & Presentation before Committee
02.05.2018		

# 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 108 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 | Feb. 19<sup>th</sup> - May. 2<sup>nd</sup>, 2018  
 Time | 05:00 - 09:00 PM  
 Language | Arabic  
 Fees | AED 5,775  
 (Discount for UAE Nationals AED 3,675 )  
 Location | 2<sup>nd</sup> Floor, Conference Center  
 Business Village, Bldg. B, Deira

For Registration  
& More Information

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



[www.dea.ae](http://www.dea.ae)