

Date	Instructor Name	Session Name
		Module I: Introduction to Entrepreneurship Management
04.02.2019	Hisham KhalafAlla	Understanding Entrepreneurship
05.02.2019	Hisham AlGurg	Business Model Canvas
06.02.2019	Dr. Tarifa Al Zaabi	Your Idea Your Success
10.02.2019	Ali AlHaddad	Legal Aspects of Entrepreneurship
11.02.2019		
12.02.2019	Dr. Michel Naguib	Entrepreneurship Managerial Skills - How to Manage Your Business Effectively
13.02.2019	Dr. Tarifa Al Zaabi	Introduction to Innovation Management
Review - Module I		
		Module II: Sales & Marketing
17.02.2019	Dr. Tamer Farouq	Marketing Management for Entrepreneurs
18.02.2019		
19.02.2019	Dr. Tarifa Al Zaabi	Introduction to E-Commerce
20.02.2019	Dr. Tarifa Al Zaabi	Using Social Media Effectively
24.02.2019	Hisham KhalafAlla	Selling Skills Strategies
25.02.2019		
26.02.2019	Anas Abu Hamam	Customer Service Excellence
Review - Module II		
		Module III: Fundamentals of Business Plan
03.03.2019	Dr. Michel Naguib	Introduction to Business plan
04.03.2019		
05.03.2019	Dr. Michel Naguib	SME Financial Management
06.03.2019		
10.03.2019	Rania sheir	Human Resources Management
11.03.2019	Dr. Tamer Elewa	Operation Management
Review - Module III		
		Module IV: Business Plan Preparation
12.03.2019	Ahmad Zaza	Introduction to intellectual Property Management and Protection
18.03.2019	Dr. Michel Naguib	Business Plan Preparation Workshop
19.03.2019	Dr. Michel Naguib	Financial Plan Preparation Workshop
20.03.2019	Hamid Al Ali	How to Start Your Business Step by Step
25.03.2019	Consultants	Coaching and Consultation
22.04.2019	Judgment Panel	Business Plan Review & Presentation
23.04.2019		

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 Time Feb. 4th - April 23rd, 2019
05:00 - 09:00 PM
Language Arabic
Fees AED 5,775
(Discount for UAE Nationals AED 3,675)
Location 2nd Floor, Conference Center
Business Village, Bldg. B, Deira

For Registration
& More Information

0552054555

04 **361 3061**

04 **361 3055**

dea@sme.ae