



Date	Instructor Name	Session Name
<b>Module I: Introduction</b>		
07.10.2019	Dr. Michel Naguib	Introduction to the course: Business Plan Preparation
08.10.2019	Hisham Khalafallah	Introduction to Entrepreneurship Management Are You An Entrepreneur?
09.10.2019	Ali Haddad	Laws & Regulations for Restaurant Operations in the UAE
13.10.2019	Mana Al Suwaidi	Fundamental of Franchise
14.10.2019	Hamid Al Ali	How to start your business step by step
<b>Module II</b>		
15.10.2019	Dr. Michel Naguib	Mastering Hospitality Finances - 1
16.10.2019	Dr. Michel Naguib	Mastering Hospitality Finances - 2
20.10.2019	Marina Rizzi	The Food service industry; Environment in the UAE
<b>Module III</b>		
21.10.2019	Marina Rizzi	Planning and Developing a Restaurant Concept
22.10.2019	Marina Rizzi	Kitchen and Restaurant Design
23.10.2019	Marina Rizzi	Menu Analysis and Engineering
<b>Module IV</b>		
28.10.2019	Executive Chef Micheal Kitts & Restaurant Manager Sarah Belengar	Kitchen & Restaurant Pratical Exposure Session - Part 1
29.10.2019	Marina Rizzi	Understanding Restaurant Profit and Loss Accounts
30.10.2019	Marina Rizzi	Standard Food Costs and Pricing Strategies
<b>Module V</b>		
04.11.2019	Dr. Michel Naguib	Feasibility Studies for Restaurants (2) - Balance Sheet Feasibility Studies for Restaurants (3) - Income Statement & ROI
05.11.2019	Dr. Michel Naguib	Feasibility Studies for Restaurants (4) - Food Costing Feasibility Studies for Restaurants (5) - Payroll
06.11.2019	Executive Chef Micheal Kitts & Restaurant Manager Sarah Belengar	Kitchen & Restaurant Pratical Exposure Session - Part 2



Date	Instructor Name	Session Name
<b>Module VI</b>		
11.11.2019	Dr. Michel Naguib	Business Plan Preparation
12.11.2019	Dr. Michel Naguib	Business Plan Finance Exercises
13.11.2019	Dr. Michel Naguib	Business Plan Revision
<b>Module VII</b>		
18.11.2019	Marina Rizzi	Site Visit to Professional F&B Concept Development (OPTIONAL)
19.11.2019	Marina Rizzi	Food and Beverage Marketing
<b>Module IIX</b>		
25.11.2019	Marina Rizzi	Food Safety and Determining Standards
26.11.2019	Marina Rizzi	Staff Planning and Scheduling
27.11.2019	Marina Rizzi	Enhancing Guest Experience
<b>POST COURSE PROJECT</b>		
10.12.2019	Dr. Michel Naguib & Marina Rizzi	One-on-One Business Plan Review - 1
11.12.2019	Dr. Michel Naguib & Marina Rizzi	One-on-One Business Plan Review - 2

REGISTRATION CRITERIA

- The applicant must have a business idea that he/she seeks to transform into an actual project.
- Candidates should attend at least **88** training hours from a total of **100** 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

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Date | Oct. 7<sup>th</sup> - Dec. 11<sup>th</sup>, 2019  
Time | 05:00 - 09:00 PM  
Language | English  
Fees | **AED 3,675 (Including VAT)**  
(30% Discount for UAE Nationals "AED 2,572.5")  
Location | Business Village, Building B, Deira