

COURSE OVERVIEW HE1364 Catering Management

Course Title

Catering Management

Course Date/Venue

Session 1: April 27-May01, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai UAE

Session 2: September 22-26, 2025/Glasshouse Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE



Course Reference

HE1364

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.



This course is designed to provide participants with a detailed and up-to-date overview of catering management. It covers the catering business; the legal, financial and operational concerns; the cooking equipment, serving equipment, business equipment and distributors; the food knowledge, cooking skills, business savvy, interpersonal skills and marketing skills; the pricing of food, calculating profit margins, labour and other expenses and staying competitive; and the marketing techniques and methods by identifying the brand/message, networking, social media and viral marketing.



During this interactive course, participants will learn to employ food safety by prepping food, cooking methods and temperatures, storing food and food service; lead and manage team by applying motivational techniques, setting expectations, praising successes and dealing with failures; manage business through hiring and managing employees, keeping a book, taxes, inventory and profit analysis; employ customer service by being open to criticism, learning from mistakes, dealing with customers, distinguishing between real problems and small mistakes; and make the company memorable by applying memorable service, wowing clients, developing a trademark, impressive food and diversifying business.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on catering management
- Start catering business and discuss legal concerns, financial concerns and operational concerns
- Identify cooking equipment, serving equipment, business equipment and find distributors
- Interpret food knowledge, cooking skills, business savvy, interpersonal skills and marketing skills
- Employ pricing of food, calculate profit margins, labour and other expenses and stay competitive
- Carryout marketing techniques and methods by identifying the brand/message, networking, social media and viral marketing
- Employ food safety by prepping food, cooking methods and temperatures, storing food and food service
- Lead and manage team by applying motivational techniques, setting expectations, praising successes and dealing with failures
- Manage business through hiring and managing employees, keeping a book, taxes, inventory and profit analysis
- Employ customer service by being open to criticism, learning from mistakes, dealing with customers, distinguishing between real problems and small mistakes
- Make the company memorable by applying memorable service, wowing clients, developing a trademark, impressive food and diversifying business

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of catering management for all food handlers, food & beverage managers, supervisors and employees, sites/locations' doctors and nurses, all employees in catering companies, hotels and restaurants duty managers, cooks and kitchen managers, health and safety managers, supervisors, advisers, food safety and kitchen inspectors, public health & occupational health doctors and nurses.

Course Fee


US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Howard Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Rawda El-Sheikh, MD, MSc, BSc, is a Certified OSHA Instructor and a Senior Health, Safety & Environment (HSE) Consultant with over 20 years of extensive experience. She is well-versed in the areas of Occupational Health and Safety, OSHA, Food Safety Management, Food Hygiene, Industrial Hygiene, Oilfield Safety Programs, HAZCOM, HAZOP, HAZWOPER, Occupational Exposure Limits, Hazardous Waste Management, Emergency Response Planning,

First Aid, Associate Ergonomic Professional (AEP), Ergonomic Interventions, Incident & Accident Investigation & Reporting, Defensive Driving Program, Confined Spaces Program, H2S Awareness, Biological Monitoring, Air Sampling, Risk Assessment, Job Safety Analysis (JSA), Scaffolding Safety, Toxicology Surveillance, Hearing Conservation Program, Fire Prevention and Control, Nutrition Promotion, Assessment of Fitness of Workers for Work, Disability Compensation, Drug Abuse Cessation, Obesity Management, Pre-employment Medical, Periodic Medical Examination and Quality Management. Presently, she is the Professor in Public Health & Industrial Medicine of Al-Azhar University and a Certified Consultant and a Registered Trainer for Food Safety and Occupational Health & Safety Trainer of various International oilfield companies.

Dr. El-Sheikh is a **Certified Lead Auditor for ISO 22000:2005, OHSAS 18001:2007, ISO 14001:2004** from the International Registered of Certified Auditors (IRCA, UK), **Certified Safety Manager/Trainer, HAZWOPER Training Specialist (HTS) and Safety Planning Specialist** from the National Association of Safety Professional (NASP, USA) as well as a **NEBOSH Certified in International General Certificate in Occupational Safety and Health, a Registered Food Safety Trainer** from the National Environmental Health Association (NEHA, USA) and **Authorized OSHA Trainer for Construction and for General Safety** from the OSHA Training Institute, USA. She is also an **International Member** and an **Authorized & Approved Trainer of OSHA, NEBOSH, CIEH, ICOH, IASP, IEMA, IOSH and APHA.** Further, her vast professional experience includes facilitating **occupational, health, safety and the environment** aspects and continuous delivery of numerous training courses in coordination between World Health Organization (WHO) and Ministry of Health & Population. She has been the **Lecturer** in Public Health & Industrial Medicine and **Demonstrator** of Occupational Health & Industrial Medicine for various Universities as well as the **Public Health Trainer** for International Non-Governmental Organizations (NGOs), the **Consulting Editor** at the **Journal of Psychology (USA)** and **Field & Central Supervisor** for the Ministry of Health.

Dr. El-Sheikh has a **Doctor of Medicine (MD) in Occupational Health & Industrial Medicine**, has a **Master degree in Occupational Medicine (MSc)**, a **Bachelor degree in Medicine & Surgery (MBBCh)** and a **Diploma Certificate in Total Quality Management** from the **American University**. Further, she is a **Certified Instructor/Trainer, a Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**, an **Approved Food Safety Person in Charge (Level 1-4)** by **Dubai Municipality (DM)** and has participated in various international conferences and **published numerous papers and journals** globally.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0930	Starting Your Catering Business <i>Legal Concerns • Financial Concerns • Operational Concerns • What it Takes</i>
0930 – 0945	<i>Break</i>
0945 – 1030	Equipment & Set Up <i>Cooking Equipment • Serving Equipment • Business Equipment • Finding Distributors</i>
1030 – 1230	Expertise <i>Food Knowledge • Cooking Skills • Business Savvy</i>
1230 -1245	<i>Break</i>
1245 – 1420	Expertise (cont'd) <i>Interpersonal Skills • Marketing Skills</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0930	Pricing <i>Pricing Your Food • Profit Margins</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Pricing (cont'd) <i>Calculating Labour & Other Expenses • Staying Competitive</i>
1100 – 1230	Marketing <i>Marketing Techniques & Methods • Knowing Your Brand/Message</i>
1230 – 1245	<i>Break</i>
1245 – 1420	Marketing (cont'd) <i>Networking • Social Media • Viral Marketing</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0930	Food Safety <i>Prepping Food • Cooking Methods & Temperatures</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Food Safety (cont'd) <i>Storing Food (Before & After Cooking) • Food Service</i>
1100 – 1230	Leadership <i>Managing Your Team • Motivational Techniques • Leading by Example</i>
1230 – 1245	<i>Break</i>
1245 – 1420	Leadership (cont'd) <i>Setting Expectations • Praising Successes • Dealing with Failures</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Three</i>

Day 4

0730 – 0930	Managing a Business <i>Hiring & Managing Employees • Keeping a Book</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Managing a Business (cont'd) <i>Taxes • Inventory & Profit Analysis</i>
1100 – 1230	Customer Service <i>Being Open to Criticism • Learning from Mistakes</i>
1230 – 1245	<i>Break</i>
1245 – 1420	Customer Service (cont'd) <i>Dealing with Customers • Distinguishing Between Real Problems & Small Mistakes</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Four</i>

Day 5

0730 – 0845	Making Your Company Memorable <i>Memorable Service • Wowing Your Clients</i>
0845 – 0915	<i>Break</i>
0915 – 0930	Making Your Company Memorable (cont'd) <i>Developing a Trademark</i>
0930 – 1230	Making Your Company Memorable (cont'd) <i>Impressive Food</i>
1230 – 1245	<i>Break</i>
1245 – 1345	Making Your Company Memorable (cont'd) <i>Diversifying Your Business</i>
1345 – 1400	Course Conclusion
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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