

QOOT ACADEMY
أكاديمية قوت

QOOT ACADEMY

Leading The Way In Hospitality Excellence.

Qoot
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**START YOUR CAREER
WITH US**

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WHY QOOT ACADEMY?

QOOT Academy aims to be the leading training facility in the Kingdom of Saudi Arabia in providing professional and specialized training solutions in Hospitality & Tourism sectors.

Qoot Academy creates highly qualified hospitality and tourism talents, investing in the industry's workforce development for those preparing for a successful career and those already working as professionals.

If you are a **company**, QOOT Academy is the right place for you to find the right program, tools and resource you will need to build a competent and qualified team.

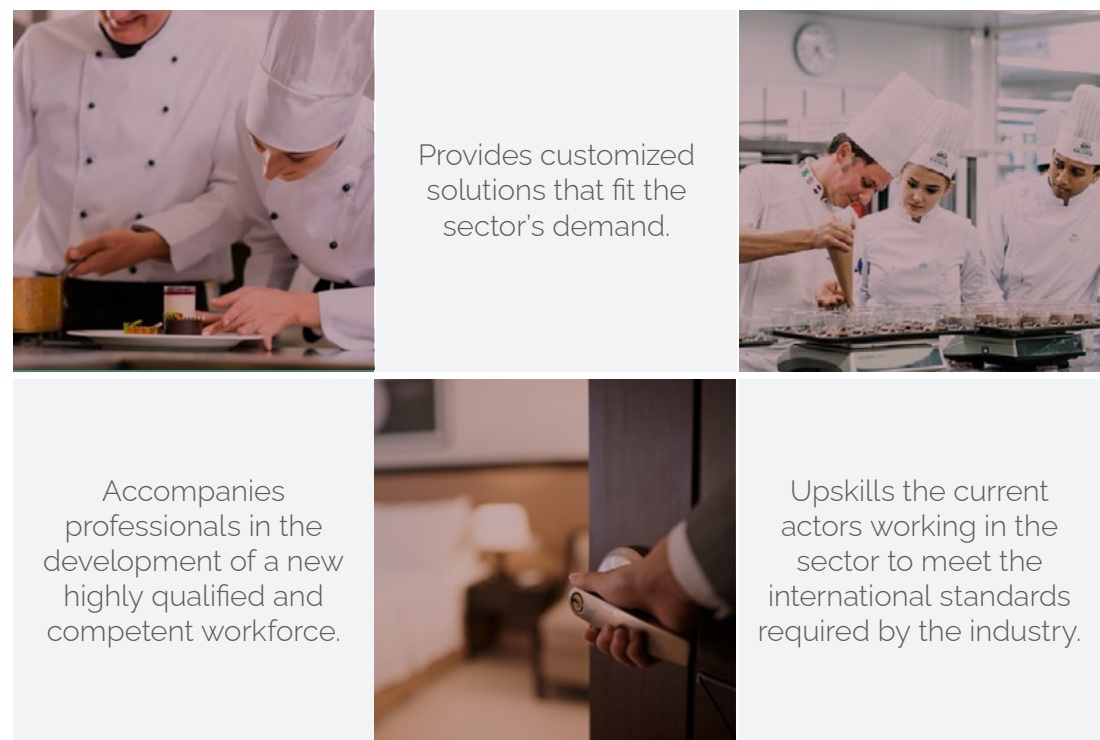
If you are **an individual** either with experience in the sector or completely new and want to start a successful career, QOOT Academy is the right place for you to realize your personal objectives.

OUR MISSION

Our mission is to offer the highest quality education, practical training, and real-life experience in Hospitality and Tourism to equip and certify the future leaders with the highest level of competencies, skills, and knowledge aligned with the international set of standards of the industry.

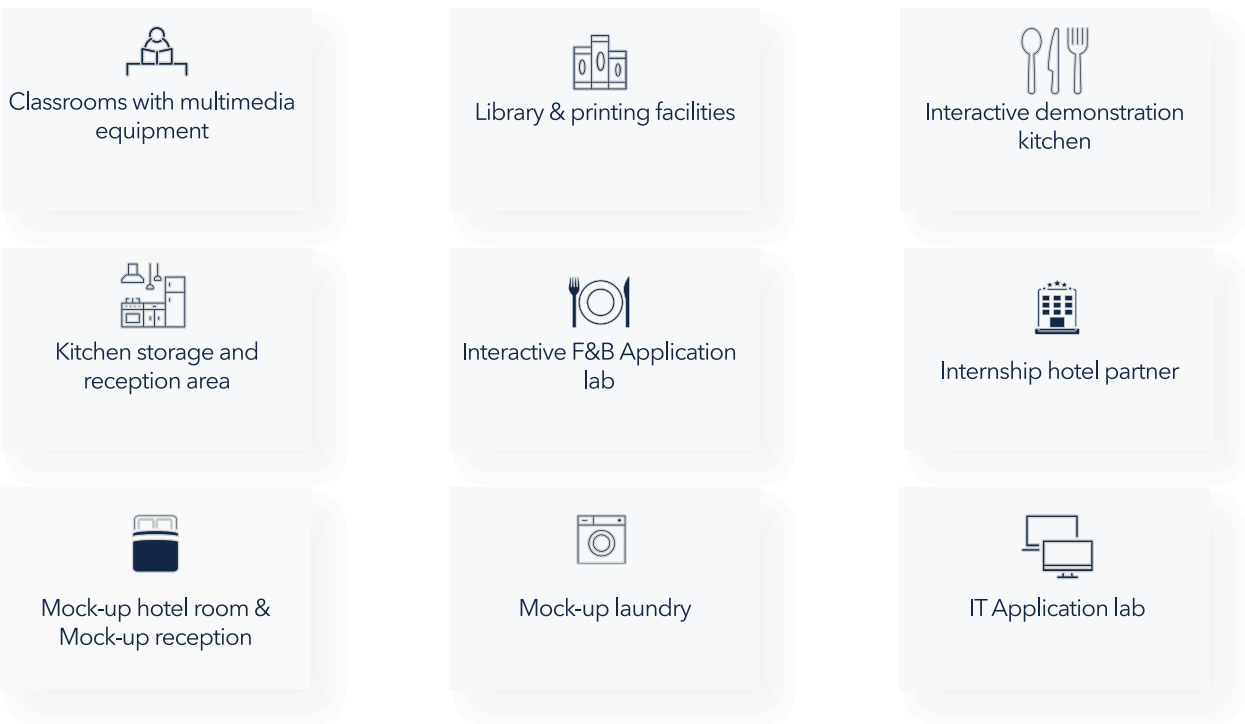
OUR VISION

To be the leading training hub for Food & Beverages, Hotels, and Tourism sectors in Saudi Arabia



OUR FACILITIES

Qoot Academy training center needs to create an environment for students where they can experience all facets of the hospitality industry. They need to involve not only the operations of the food, service or rooms department but must become accustomed to working in a professional environment and develop the attitude and guest-centered mindset that is an important part of life within a hotel or restaurant.





**The World's Best
Hospitality Business University**

Ecole Hôtelière de Lausanne (EHL) is the world's first hospitality management school founded in 1893 in Lausanne, Switzerland. EHL is recognized by the industry as the number one hospitality management school in the world. EHL is also known for being a leader in hos-

pitality innovation, but above all a center of excellence for hospitality education to numerous students coming from all edges of the world. With over 25000 alumni around the world, EHL has the largest hospitality network in the industry.

Education Philosophy

The VET by EHL programs follow EHL's philosophy of balancing theory and application. That means that students will be stimulated by their trainers to think and synthesize knowledge, all in real-life setting classrooms which allow them to apply their theoretical knowledge & hone their skills. Having the possibility to make mistakes in a safe but realistic environment, before entering the industry as graduates, allows the students to grow and excel later in their careers.



**QOOT Academy and the
Ecole Hôtelière de Lausanne (EHL):**

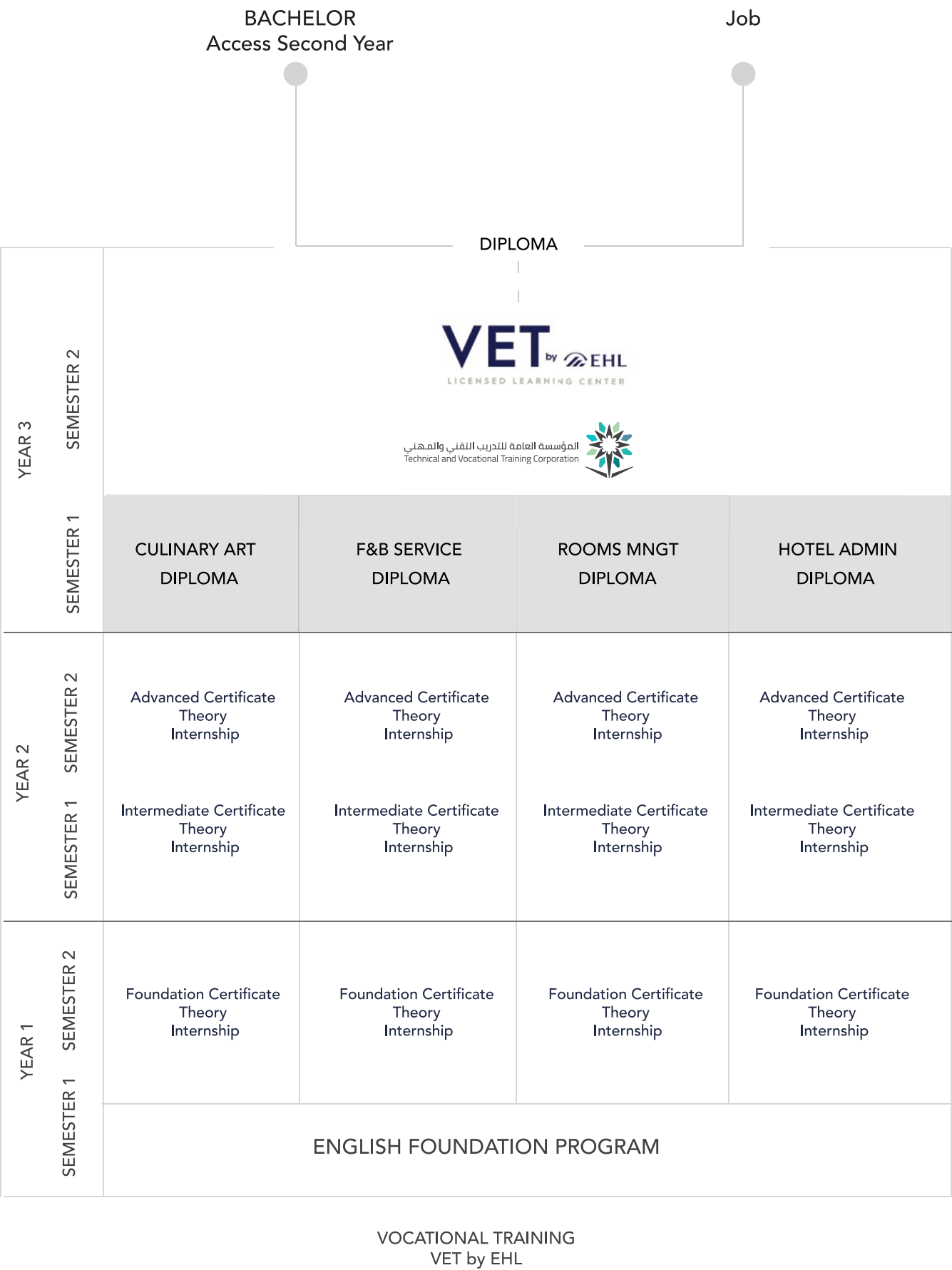
QOOT Academy with its operator as **Bunyan for Training**, is the exclusive accredited Ecole Hôtelière de Lausanne (EHL) Vocational Education Training in Saudi Arabia.

EHL is currently ranked as the N°1 school in the World for Hospitality Management (Ref: QS World University Ranking & CEO World Magazine).

Together, through our high quality of education and proven track record, we endeavor to assist companies and individuals in reaching their maximum brilliance level.



OUR DIPLOMAS





“Cooking is an art, but all art requires knowing something about the techniques and materials”

CULINARY PROFESSIONAL DIPLOMA

With this program, trainees will acquire the competencies and knowledge to be fully operational in different kitchens following the standards of first-class culinary operations. At the end of the Program, students will have a deep understanding of how the management of a kitchen is conducted, and which tools are used by industry professionals to do so.

Trainees graduating from this program will have the capacity to successfully work independently in the kitchen and be well-equipped to enter the industry and reach a supervisory position in a short period of time.

PROGRAM AIMS

- Prepare hot and cold food dishes following different recipes and different methods of cooking.
- Demonstrate the ability to work in kitchen operations autonomously and in a team, even under stressful circumstances.
- Consider and operate according to clients' wishes, demonstrating team spirit and following an economic and ecological mindset.
- Be proficient with the principles of occupational health and safety, health protection and environmental protection.

Diploma Path



English Program

6 Months



Foundation

6 Months



Intermediate

6 Months



Advanced

6 Months



DURATION

24 months (60 US Credits)

LANGUAGE

English

CURRICULUM

Foundation

Basic Culinary Techniques (Theory & Practical)
Introduction to Hospitality Operations
Introduction to Nutrition & Dietetics
Hygiene & Occupational Health Practices

Goods Management
Stewarding Theory
English Essentials
Mathematics

Intermediate

Intermediate Culinary Techniques (Theory & Practical)
Introduction to Customer Service for Culinary Staff
F&B Service basics
Office tools

Goods Management & Purchasing
Kitchen Department operations
Applied English

Advanced

Advanced Culinary Techniques (Theory & Practical)
Hotel & Restaurant Concept Foundation
Kitchen administration principles
Customer Service Excellence

Gastronomic trends & innovation
Kitchen science
Menu Engineering & Cost Control
Business English

JOBS RELATED

Chef (Varying level of Qualifications)
Baker & Pastry Chef
Restaurant Manager
Service Staff

Beverage professional
Nutritionist
Caterer
Quality Assurance & Food Quality Specialist





“Cooking is an art, but all art requires knowing something about the techniques and materials”

Diploma Path

F&B SERVICE PROFESSIONAL DIPLOMA

Through a blended learning model, trainees will acquire the competencies required to be fully operational within different restaurant concepts following the standards of a first-class restaurant setting. At the end of the Diploma, trainees will have a deep understanding of how the management of a F&B establishment is conducted and the tools needed to be successful.

Trainees graduating from this program will have the capacity to successfully work independently in a F&B setting and be well-equipped to enter the industry and reach a supervisory position within a short period of time.

PROGRAM AIMS

- As hosts, they organize events according to an establishment's guidelines and they ensure that the layout of the restaurant space is fitting and that the atmosphere is welcoming.
- Through their personality, they create a pleasant atmosphere and ensure the well-being of their customers. They identify the specific needs of their guests and take appropriate measures to satisfy them.
- They prepare the Food & Beverage service, both in the daily service and for events and they advise customers on appropriate beverages. They make blends and present cocktails, and then serve the beverages to customers.
- They can use reservation, order and cash register systems, establish bills and collect revenue.
- They master the principles of hygiene and occupational safety. They ensure that the value of premises, installations and appliances is preserved, and that energy and equipment are used economically.

English Program
6 Months



Foundation
6 Months



Intermediate
6 Months



Advanced
6 Months



DURATION

24 months (60 US Credits)

LANGUAGE
English

CURRICULUM

Foundation

F&B Service Techniques (Theory & Practical)
History of Contemporary Practice Coffee & Tea
Hygiene & Occupational Health Practices
Sales & Invoicing systems

Introduction to Hospitality Operations
Mathematics & English Fundamentals
Introduction to Customer Service
Verbal & non-verbal communication

Intermediate

Intermediate F&B Service Techniques (Theory & Practical)
Beverages & Mocktails
Basics of Culinary Arts
Customer Service Excellence

F&B Department Operations
Hygiene & Occupational Health Practices
Goods Management for F&B
Office tools & Applied English

Advanced

Advanced F&B Service Techniques (Theory & Practical)
Hotel & Restaurant Concept Foundation
Gastronomic Trends & Innovation
MICE & Events Organization

F&B Administration principles
Restaurant sales & Marketing
People Training and development
Business English & Cultural awareness

JOBS RELATED

Restaurant Manager
Maitre D & Head Waiter
Service Staff
Barista
Mixologist & Bartender

Beverage professional
Nutritionist
Food Service Manager
Quality Assurance & Food Quality Specialist
Trainer and more.





“Cooking is an art, but all art requires knowing something about the techniques and materials”

ROOMS PROFESSIONAL

With this Diploma program, students will acquire the competencies and knowledge required to be fully operational in different functions of the Rooms Division department, following the standards of a first-class hotel operation.

Students graduating from this program will have the capacity to successfully work independently in the front-office or housekeeping operations and be well-equipped to enter the industry and reach a supervisory position in a short period of time. The course content is benchmarked on the Swiss Vocational Competency Framework.

PROGRAM AIMS

- As hosts, they welcome guests according to an establishment's guidelines and ensure that a positive customer experience is delivered.
- Through their personality, they create a pleasant atmosphere and ensure the well-being of their customers. They identify the specific needs of their guests and take appropriate measures to satisfy them.
- They are aware of the importance of cleanliness, maintenance, and laundry work as well as organizational tasks, including logistics for all the-house activities.
- They can effectively use a property management system. They can make reservations, perform check-ins and check-outs, manage bills and collect revenue.
- They have mastered the principles of hygiene and occupational safety. They ensure that the value of premises, installations and appliances is preserved, and that energy and equipment are used economically.



Diploma Path

English Program
6 Months



Foundation
6 Months



Intermediate
6 Months



Advanced
6 Months



DURATION

24 months (60 US Credits)

LANGUAGE
English

CURRICULUM

Foundation

Laundry Operations
Introduction to Front Office
Housekeeping Operations
Stewarding Theory

Hygiene & Occupational Health Practices
Introduction to Hospitality Operations
Mathematics & English Fundamentals
Verbal & Non-verbal Communications

Intermediate

Front Office Operations
Housekeeping Operations
Customer Service Excellence
F&B Service basics

Goods management & Environmental policies
Rooms Division operations
Office tools
Applied English

Advanced

Front Office Operations
The art of Butler Service
Rooms sales and marketing
Purchasing & Inventory System

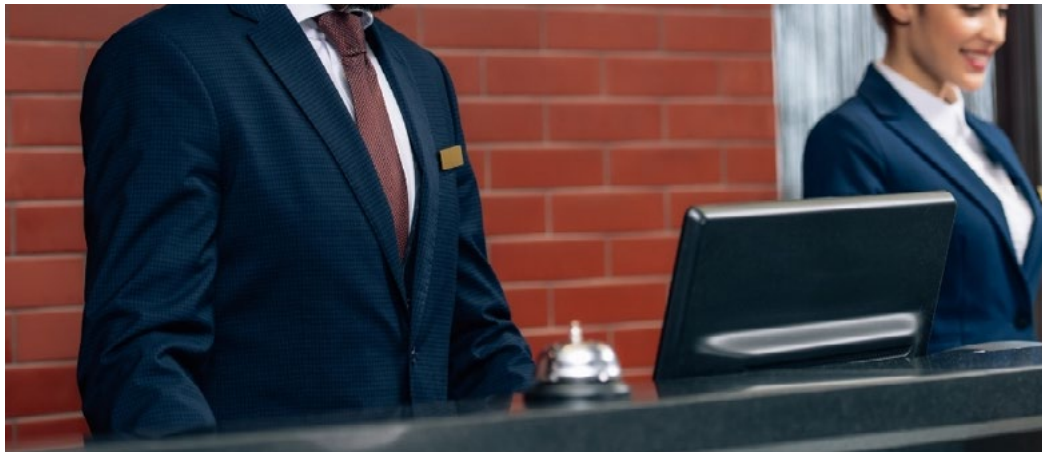
Hotel trends and innovation
Rooms Administration Principles
MICE & Events organization
Cultural awareness & Applied English

JOBS RELATED

Front Office Director
Rooms division Manager
Housekeeping Manager / Executive
Front Office Manager
Receptionnist
Guest Relation Office / Manager

Laundry Manager
Duty Manager
Night Manager
Reservation Manager
Concierge
Housekeeping supervisor and more.





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HOTEL ADMINISTRATION DIPLOMA

This diploma program is designed for the learner to acquire the competencies and knowledge required to be fully operational across multiple departments of a hotel with a focus on administrative duties following first-class hospitality operations standards.

Students graduating from this program will have the capacity to successfully work independently in the Front-Office and Housekeeping Departments and be well-equipped to enter the industry and reach a supervisory position in a short period of time. The graduate will also be well-positioned for an administrative role within the management team of a hospitality operation. The course content is benchmarked on the Swiss vocational competency framework for cooks.

PROGRAM AIMS

- As hosts, they welcome guests according to an establishment's guidelines and they ensure that a hospitable customer experience is delivered.
- Think and act in accordance with the hotel's management, are host oriented and team oriented.
- Awareness of the importance of cleanliness, maintenance and laundry work as well as organizational tasks, including logistics for all back-of-the-house activities.
- Effectively use a property management system. make reservations, perform check-ins and check-outs, establish bills and collect revenue.
- Master the principles of hygiene and occupational safety. Ensure that the value of premises, installations and appliances are preserved, and that energy and equipment are used economically.
- Prepare the food & beverage service, both in the daily service and for events and they advise customers on appropriate beverages.



Diploma Path

English
Program
6 Months



Foundation
6 Months



Intermediate
6 Months



Advanced
6 Months



DURATION

24 months (60 US Credits)

LANGUAGE

English

CURRICULUM

Foundation

Laundry Operations
Introduction to Front Office
Housekeeping Operations
F&B Service Techniques

Hygiene & Occupational Health Practices
Introduction to Hospitality Operations
Mathematics & English Fundamentals
Verbal & Non-verbal Communications

Intermediate

Front Office Operations
Basic Culinary Arts
Housekeeping operations
Beverages Knowledge

Introduction to Nutrition & Dietetics
Introduction to Hotel Accounting
Excel Fundamentals
Applied English

Advanced

Principles of accounting & budgeting
Hospitality Administration & Law
People training & Development
Cultural awareness
Rooms administration principles

The Art of Butler Service
Rooms sales & Marketing
Purchasing and inventory systems
Hotel Trends and Innovation
Business English

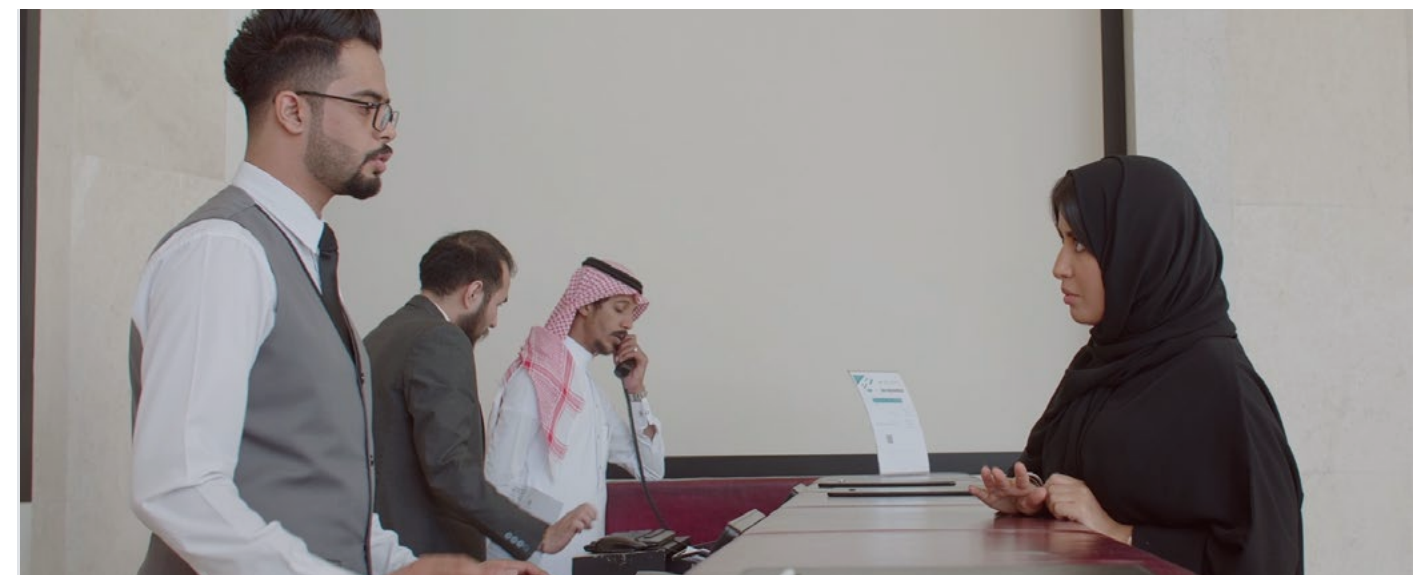
JOBS RELATED

Hotel Manager
Hotel Operation Manager
Front Office Manager
Rooms division Manager
Housekeeping Manager / Executive

Shift Leader
Reservation Manager
Sales Agent
Duty Manager
Event planner and more.

Receptionist
Guest Relation Office / Manager

Concierge
Housekeeping supervisor



UPSKILL YOUR STAFF

Dedicated for your current employees, QOOT Academy offers a complete customized short training program adapted to your short-term needs. The framework of the Upskilling Programs is a 1 to -8weeks training program, with the goal of giving your staff tools, skills, techniques, and knowledge to develop their competencies in their career.

Based on your organizational and industry standards & needs, we adapt our content and design of programs to make it relevant and engaging for your employees. Upskilling can either be used to promote one of your employees to an upper position or to develop a specific skill or technique. QOOT Academy provides a complete professional certification path in all facets of the industry.

The program allows participants to receive professional certificates after completing one of the packages proposed. The program provides intensive classrooms, online sessions, and practical courses.



OUR CERTIFICATES

PROFESSIONAL CERTIFICATES				
EXECUTIVE LEVEL		PREP TRAINING MACARON Gold 3 weeks Blended Learning oline/Face-to-face + Industry week 5 days	Executive Leader Package 1 course Executive Leader Certified EHL ONLINE Leadership Program: "A la Carte"	Entrepreneur Package 1 course Entrepreneur Certified EHL ONLINE Entrepreneurship Program: "A la Carte"
MANAGEMENT LEVEL	MACARON - GOLD 12 months to complete Requirements: 6 months experience minimum Mentor's interview + Exam Pass Industry Week ▲ EXPERT JOB	PREP TRAINING MACARON SILVER 3 weeks Blended Learning oline/Face-to-face + Industry week 5 days	TRAINING PACKS 3 courses 6 weeks Job oriented Speciality Certified Manager	Team Leader Package 2 courses Team Leader Certified
SUPERVISORY LEVEL	MACARON - SILVER 6 months to complete Requirements: 6 months experience minimum Mentor's interview + Exam Pass Industry Week ▲ INTERMEDIATE JOB	PREP TRAINING MACARON SILVER 3 weeks Blended Learning oline/Face-to-face + Industry week 5 days	TRAINING PACKS 6 courses 6 weeks Job oriented Speciality Certified Supervisor	Leader Package 4 courses Leader Certified
COMMIS LEVEL	MACARON-BRONZE 6 months to complete Requirements: 3 months experience minimum Mentor's interview+Exam Pass Industry week ▲ ENTRY LEVEL JOB ▲ TRAINING 3 weeks ▲ MACARON WHITE	PREP TRAINING MACARON BRONZE 3 weeks Blended Learning oline/Face-to-face + Industry week 5 days	TRAINING PACKS 8 courses 6 weeks Job oriented Speciality Certified Commis	Apprentice Leader Package 6 courses Apprentice Leader Certified
	MACRON National Occupational Skills Standards		JUMP-START	LEADERSHIP
				ENTREPRENARIAL

BADGES PROGRAM

Based on the National Operational Standards prgram - NOS

What is NOSS Badge

NOS, also termed micro-credential/digital badge, is a digital form of certification awarded to an individual who had demonstrated (through evidence) a level of competence/mastery in a set of skills (or competencies) against a set of criteria.

- Evidence-based / Competency-based
- Performance-based / Progressive
- Flexible / Available on Demand
- Meaningful / Workplace-relevant
- Job Embedded / Verifiable

It specifies the standards of performance an individual must achieve when carrying out a function in the workplace together with the knowledge and understanding they need to meet that standard consistently. Each NOSS defines one key function in a job role. NOS Program aims to set the national standards for the Hospitality and Food & Beverage industries in the Kingdom of Saudi Arabia. NOS Program aims to set the national standards for the Hospitality and Food & Beverage industries in the Kingdom of Saudi Arabia. These standards are not individual companies' standards.

NOS Benefits

Benefits for Learners:

- Flexible & more affordable than traditional higher education.
- Provides opportunities for career progression to standing out in the marketplace.
- Can obtain digital credentials from recognized institutions around the globe.
- Gain credibility and recognition from the professionals of the industry.

Benefits for Educators:

- Fewer resources required. The owners is on the learner to utilize current resources within the workplace.
- Synergies and greater utilization of current teaching resources.

Benefits for Institutions:

- Asset light model. Reduction in training department costs.
- No location restrictions.
- Wider geographic market potential.
- Access to a wider variety of virtual teachers.

Benefits for Industry:

- Easier to identify real talent at the recruitment stage. CVs are difficult to validate skills.
- A shift in approach from training to learned training.
- A learning model that encourages self-development and progress.
- Candidates applying for positions with micro-credentials signifies a validation of real work experience.

BADGES

Based on the National Operational Standards prgram - NOS

INDUSTRY WEEK

A mandatory 3 to 5 days training that will include: Health and Safety in our Industry, Food safety principles, Introduction to Customer Service and Industry Mi



JUMP-START PROGRAM

The Jump-start program offers a series of training packages specialized in specific roles and tasks in the F&B and Hospitality sectors. The program aims to prepare and develop qualified and specialized manpower to work directly in a short period of time to fill and localize the sector's jobs. Developing knowledge and skills to new employees or employees willing to take their career to the next level, the Jump-start program adapts its offer to the market matching the companies and the professionals' needs. The Jump-start training program awards participants with professional certificates after completion of one of the packages proposed by the QOOT Academy. The program provides intensive classroom, online sessions and practical courses.

Program Details

Two types of packages:

- JOB POSITION ORIENTED
- TECHNICAL FOCUS

Certified Commis Packs



Completion of the INDUSTRY WEEK
Choice of the training packages
6 Courses – 3 to 5 weeks

Certified Supervisor Packs



Completion of the INDUSTRY WEEK
Choice of the training packages
6 Courses – 4 to 6 weeks

Certified Manager Packs



Completion of the INDUSTRY WEEK
Choice of the training packages
6 Courses – 6 to 8 weeks



JOB POSITIONS TRAINING PROGRAMS

CULINARY POSITIONS

COMMIS COOK

This course delivers training for the basics knowledge, skills and behaviours to work as part of a team in a professional kitchen. At the end of this course, trainee will be competent in organising its own work in a safe and hygienic manner, performing a variety of basic culinary skills, methods and techniques under the supervision of a senior member of the kitchen team.

DURATION: 3 to 4 weeks
LEVEL: Entry Level

COMMIS / PASTRY

This course delivers training for the basics knowledge, skills and behaviours to work as part of a team in a professional pastry section and/or shop.

DURATION: 6 to 8 weeks
LEVEL: Entry Level

CHEF DE PARTIE

At the end of this course, the trainee will have the basics knowledge, skills and behaviours for running a specific section of the Kitchen. Supervising a team, a chef de partie must be organized so that dishes go out on time and the work area remains clean and orderly. A chef de partie will report to the chef.

DURATION: 6 to 8 weeks
LEVEL: Intermediate Level

CHEF DE PARTIE / PASTRY

At the end of this course, the trainee will have the basics knowledge, skills and behaviours for running a pastry section.

DURATION: 6 to 8 weeks
LEVEL: Intermediate Level

FOOD & BEVERAGE POSITIONS

COMMIS WAITER / WAITER

This course delivers training for the basic knowledge, skills and behaviours needed to work as part of a team in an F&B Service workplace/area (Restaurant, Banquet, Conference, Event) without the handling of cash/ payments.

DURATION: 3 to 4 weeks
LEVEL: Entry Level



QOOT LEADERSHIP

EHL LEADERSHIP DEVELOPMENT PROGRAM

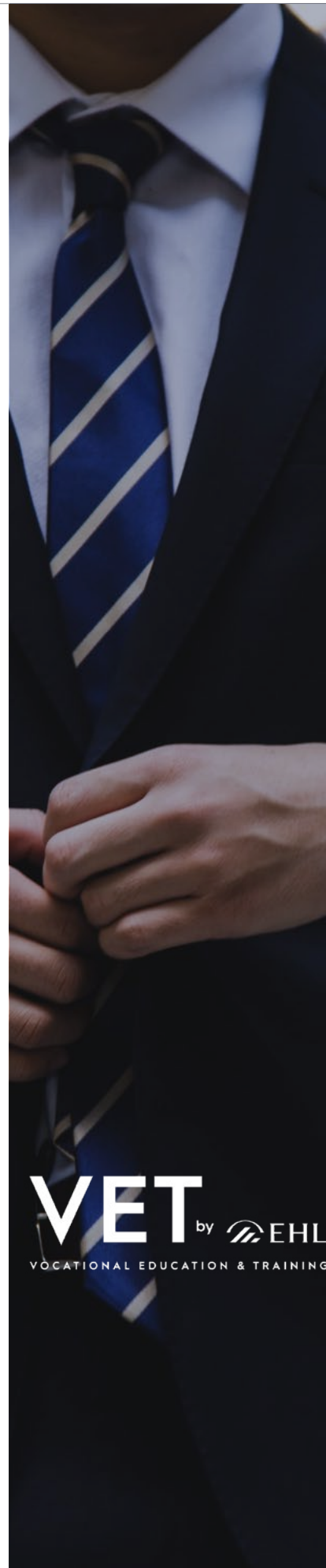
In collaboration with the Lausanne Hospitality School in Switzerland, the QOOT Academy offers an integrated leadership development program that include the following tracks:

- Develop leadership and supervisory skills
- Building the knowledge capacity required for leadership positions

It includes:

- Financial Management
- Strategic Management and Development
- Marketing and Sales Department
- Supply and operating chain management

Delivered online, this program focuses on developing management and leadership skills as well as building basic knowledge by industry experts. The trainees will receive an accredited certificate from EHL and from the QOOT Academy.



VET by EHL
VOCATIONAL EDUCATION & TRAINING

QOOT ENTREPREUNARIAL PROFESSIONAL CERTIFICATES

With the initiative of many governmental and private entities, many young Saudis have been supported to start businesses in the restaurant and sector, whether through domestic (productive families) or through small cafe work food trucks, which has contributed to the exploitation of wasted energies and the creation of new jobs that have contributed to the creation of more than 41,000 productive families in the Kingdom.

Objectives and outcomes:

- Raising the efficiency of young men & women to ensure the continuity and success of their projects.
- Transform ideas into projects and into businesses.
- Creating sustainable jobs in the sector

Our integrated entrepreneurship program in the restaurant and café sector includes:

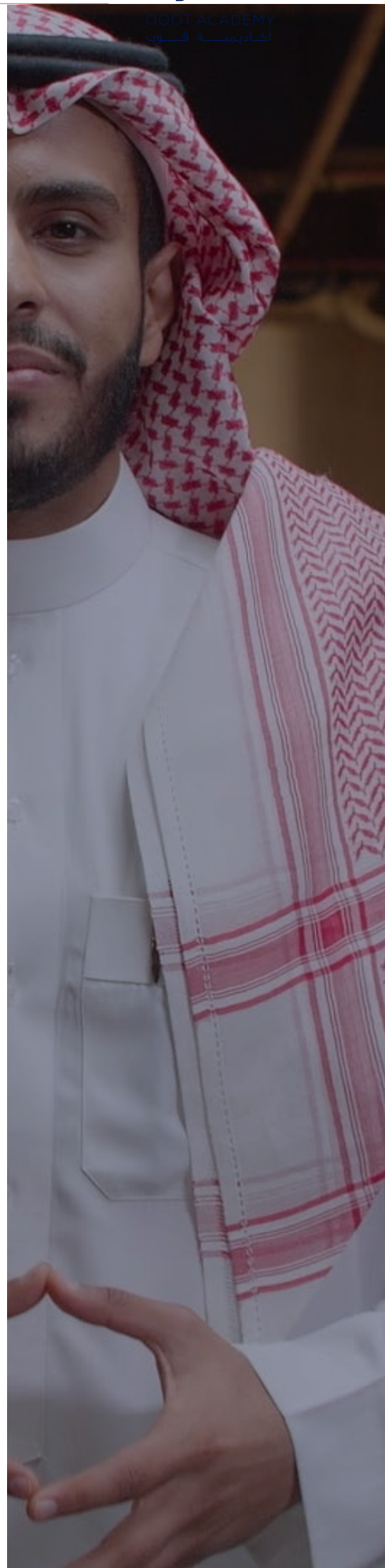
- Creating and developing the concept of restaurants.
- Planning & Engineering of the customer experience.
- Menu Engineering & pricing.
- Sales & Marketing tools & methods
- Business plan and financial model

Target:

- 1000 young entrepreneurs in 4 major cities in 12 months.

Duration:

- Short programs
- 5 to 10 days maximum





FUNDING PROGRAM

As a non-profit institution, QOOT Academy offers the opportunity to participate into the Human Resources Development Fund Program and support your company financially.

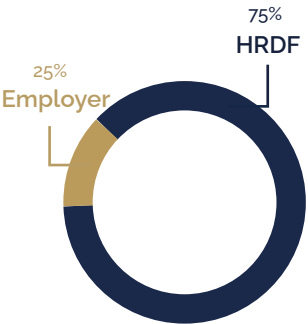
The HRDF program funds aims to train and employ job seekers in private sector establishments through the training mechanism that ends with employment. This program helps to keep at a minimum the tuition fees and allows the company to select, prepare,

train, and qualify their future workforce. During the training period of a diploma track offered by QOOT Academy, HRDF will contribute with %75 of the total cost and for a period not exceeding twenty-four (24) months and not exceeding the amount of **3,000 riyals** per month and per student.

In addition, HRDF will also cover %75 of the student reward at a maximum of **1,000 riyals** per trainee.

HRDF Funding

	HRDF Contribution	EMPLOYER Contribution
Program - Diploma Track	%75 of the total cost	%25 of the total cost
TRAINEES' Reward	%75 of the trainee's reward	%25 of the Trainee's reward



Candidates Requirements

- Must be Saudi
- Must be a newcomer in the Company
- Minimum High School Graduated
- Must be unemployed

Companies Requirements

- Must Register in Taqat website
- Sign an agreement with the training center
- Provide the Commercial Registration to HRDF



Qoot Association

Since our establishment in 2018, Qoot has built a unique repertoire of co-creation in the F&B industry. We have successfully collaborated with the Ministry of Labor and Social Development, updated the Females Work Environment Policy and the Flexible Working Hours Policy. In addition, we've created new Nitaqat categories, as well as improved work visas issuing process.

While we've also worked with the General Authority for Statistics to update F&B classification. Our partnerships with HRDF, TVTC, and recruitment agencies have helped develop on-job training and skill enhancement programs tailored to the industry. These are only a few of our many successes. The journey has only begun.

Vision

To lead Saudi Arabia's F&B industry into a new era of prosperity, prominence and participation while enhancing the quality of life of everyone we serve.

Mission

We are an association acting as a catalyst for uplifting the F&B industry in Saudi Arabia through our holistic and human-centric digitalized ecosystem that's accessible to all.

The values we live by

We believe that the growth of the F&B industry in Saudi Arabia goes hand-in-hand with the social impact that will benefit all the key players within the ecosystem.

ADVOCACY

We advocate setting clear framework with new regulations and laws, representing the interests of the industry and gaining government's trust from lower to top reporting.

HUMAN CAPITAL

We elevate human capital with creativity and ensuring a capable workforce.

LOCAL EXPERIENCE

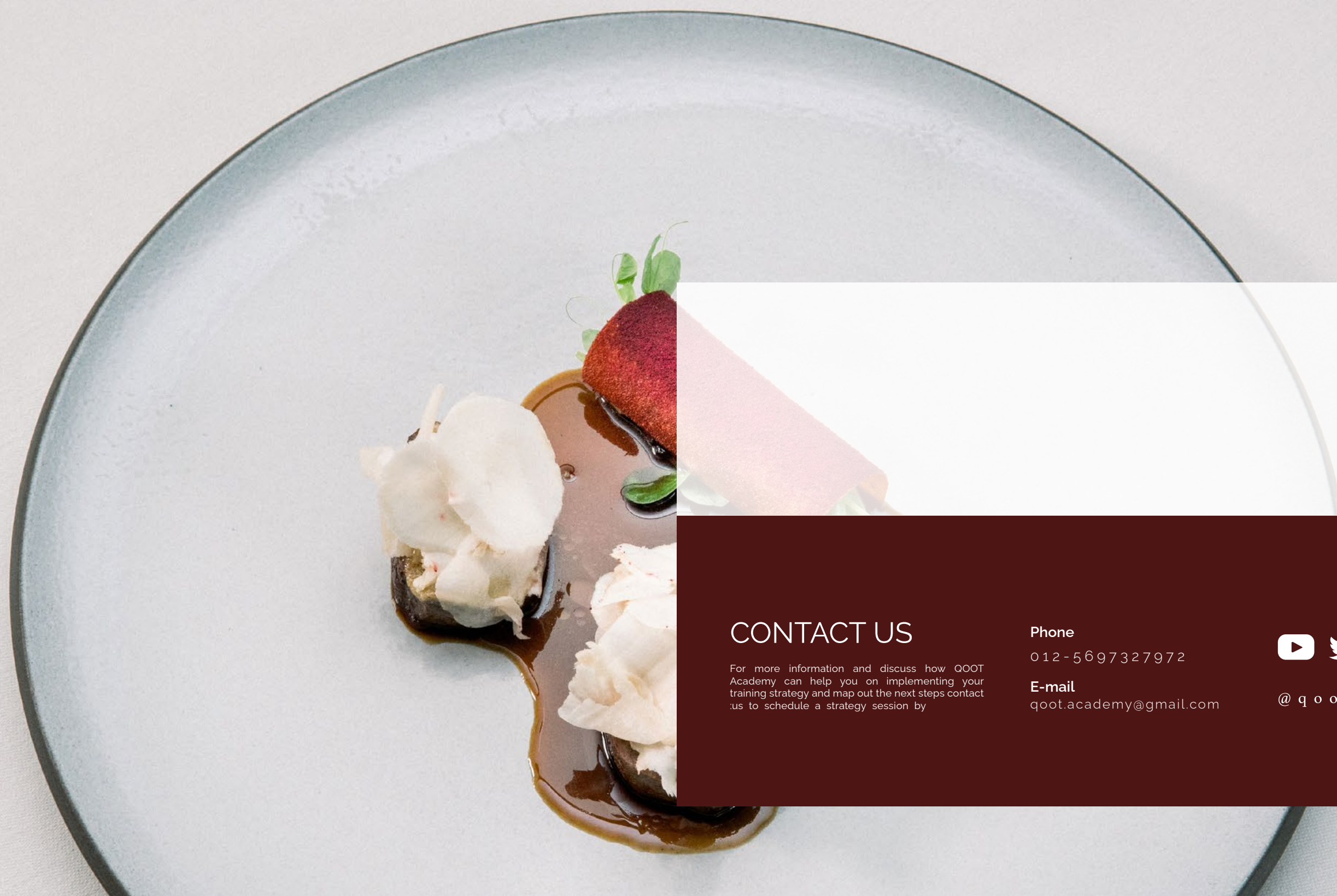
We promote localized content for key stakeholders and facilitating access to industry information.

VALUE CREATION

We create employment by making job opportunities accessible for Saudis and acting as a catalyst for job creation.

SOCIAL RESPONSIBILITY

We enrich people's life which includes all F&B professionals and end-consumers.



CONTACT US

For more information and discuss how QOOT Academy can help you on implementing your training strategy and map out the next steps contact us to schedule a strategy session by

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