



INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI



BARISTA SKILLS

Perfect the Art of Coffee Making...





INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI

01

Prospectus & Application Form



Barista Program

International Award in Barista Skills
& SCA Foundation Level

Barista Business

SCA Intermediate Level

www.iccadubai.ae

Overview

Introduce yourself to the world of coffee! This course program is designed not only for the aspiring professional but also for coffee enthusiasts...

This course is designed for those passionate about pursuing a career in the specialty coffee industry or for home baristas keen to achieve the best results.

It offers comprehensive training and education in barista skills that range from the history of the coffee bean to customer service & Coffee Shop management.

ICCA Dubai in association with Specialty Coffee Association (SCA) and CoffeePro Hong Kong, aims to help promote quality coffee training and knowledge among all Coffee consumers and enthusiasts alike through an independent quality educational & training platform, for the development of professional Baristas and dedicated research.

Specialty Coffee Association (SCA)

The Specialty Coffee Association (SCA) is a non-profit organization that represents thousands of coffee professionals, from producers to baristas all over the world. Built on foundations of openness, inclusivity and the power of shared knowledge.

SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable and nurturing for all, SCA draws on years of insights and inspiration from the specialty coffee community.

Coffee Pro Hong Kong

Coffee Pro Hong Kong, backed by Specialty Coffee Association of America (SCAA) and Specialty Coffee Association of Europe (SCAE), works with education providers, coffee companies and government-supported organizations across the region, to take specialty coffee out to the world through education & training, to ensure long term sustainability of the coffee industry.

Minimum Entry Requirements

- Ability to understand English. Medium of instruction is English.
- Age -16 and above

Course Start Dates

The programs run on a cyclical basis and admission for the same are open through the year.

For more information, kindly contact ICCA Dubai Office -
Tel:+971 4 457 8811, e-mail : info@iccadubai.ae or visit website www.iccadubai.ae

Documents Required for Admission

1. Duly filled and signed application form.
2. Colored copy of Passport / Visa & colored passport size photograph with white background.

Note: A clear scan of the above documents to be sent by email to enquiry@iccadubai.ae or submitted in person.

Program Accreditation & Recognitions

Accredited by City & Guilds, London

International Centre for Culinary Arts, Dubai is a City & Guilds Approved Centre, to deliver the International Award in Barista Skills, IVQ Level 2 (7102 - 52).

SCA Advantage


Becoming part of the specialty coffee community brings added benefits, such as access to our industry guilds for Baristas and Roasters, as well as local events and activities organized and supported by our global network of National Chapters. If your business is coffee, then this is the place for you. Explore, collaborate, progress and inspire as we build a sustainable future for coffee, today.

Coffee Pro Hong Kong Advantage

Coffee Pro Hong Kong is a certified training laboratory leader in coffee research, education & skills development and delivers programs for personal & professional learning, certification and assessment accredited by the internationally recognized Specialty Coffee Association of America (SCAA) and Specialty Coffee Association of Europe (SCAE).

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International Award in Barista Skills Specialty Coffee Association Foundation Barista & Brewing Skills

Course Objective

This program is designed for the aspiring Barista Professional & Entrepreneur who has no knowledge or experience in Coffee.

The objective of these classes is to teach the basic theoretical and practical concepts necessary to produce superior Coffee. Participants will acquire sufficient knowledge and confidence to enter the Barista business.

In 5 days, one will learn a wide range of classic & contemporary Barista Skills.

Course Name : International Award in Barista Skills & SCA Barista & Brewing Skills Foundation
IVQ Level 2 Award in Barista Skills (7102-52), City & Guilds, London

Course Duration: 25 Hrs. / 5 Days (25 hours of theory & practical experience).
Sunday to Thursday, 01.00 PM to 06.00 PM

Course Cost: AED 7,000

Course content: History , Varieties, Characteristics & Processing Methods
Why Barista? The 4-3-2-1 Theory
Set ups and Operational Work Flow
Professional Equipment and Ingredients
Green Beans - Grading & Storage
Roasting Basics - Effect of Roasting on Flavor
Sensory Evaluation - Aroma / Taste / Flavor
Cupping Protocol - Coffee Traits
Producing and Monitoring Quality Espresso
Grinding / Leveling / Tamping / Visual Evaluation
Extraction Theory - Different Brewing Methods
Decaffeinating
Different Coffee Based Beverages
New Trends in Coffee Based Beverages
Latte Art and Drawing Techniques
Hygiene, Handling of Equipment, Cleaning and Maintenance

Certifications: City & Guilds Accredited Certificate of completion will be awarded to those who attend at least 80% of the classes and successfully pass the final theory & practical exams.
City & Guilds Certificate will be provided 6 to 8 weeks after course completion.

SCA Coffee Skills Program (CSP) Foundation Level Certificates in Barista Skills & Brewing Skills awarded upon successful completion of the training program administered by the SCA and delivered by Authorised SCA Trainer (AST).

All equipment, ingredients, protective gear and course materials are provided for the training.



Barista Business Management & Enterprise

Course Objective

This program is designed for the aspiring Entrepreneur who requires knowledge to setup a Coffee Business.

The objective of these classes is to teach the basic theoretical concepts necessary to setup and manage business with confidence.

In 12 days (Saturday - Thursday), one will be introduced to the various aspects of a functional Coffee Shop.

Course Name : Barista Business

Course Duration: 48 Hrs. / 12 Days (Guided learning & Out of Campus Industry exposure)
09.00 AM to 01.00 PM

Course Cost: AED 12,000

Course content: Introduction to Marketing, Concept, Ideas & Objective
Business Planning
Disruptive Innovation
Facility Design & Layout, Ambiance, Flow
Human Resources : Managing People
Service Operation Management
Production Cycle & Cost Control
Business Model Canvas, Trends and Innovation
Public Relations, Sales, Publicity & Advertising
Appriasing Performances, R&D

Prerequisite: Level 2 International Award in Barista Skills or equivalent

Certification: City & Guilds Accredited Certificate of completion will be awarded to those who attend at least 80% of the classes and successfully pass the final presentation and theory quiz.



Class Delivery

| S No | Topic | Products |
|------|---|--|
| 1 | Introduction | Entrepreneur, Enterprise, Entrepreneurship Ecosystem, Business Purpose, Customers |
| | Marketing, Concept, Ideas & Objectives | Marketing Concept, Customer Value, Customer Types, Marketing Management, Marketing Plan, CRM, Expectations, Perceptions, Confidence & Satisfaction, Service Quality Gaps, Loyalty & Retention |
| 2 | Business Planning | Concept, Ideas, Objective, Brand, Values, Environmental Scanning, Feasibility Study, Financial Projection, Business Plan, SWOT, Internal vs External Factors, Porter's 5 Forces, Financing, Legal Framework, Social Responsibility and Business Ethics, USP |
| | Disruptive Innovation | Value, TQM Approach, Six Sigma, Lean Thinking, Lateral Thinking, Blue Oceans, The Bell Curve |
| 3 | Facility Design & Layout, Ambiance, Flow | Holistic Ambience, Sensory Total Experience Servicescape, Emotional Engagement, Flow Planning, FOH, BOH, Equipment, Health, Hygiene & Safety Culture, EHSMS, HACCP Prevention, Bottleneck & Queueing and Coping Zone |
| 4 | Human Resources : Managing People | Point of Contact & Moments of Truths, Managing Pressure Leadership - Transformational, Transactional Motivation, Hiring, Interviewing, Job Description, Person Specification, Probation, Induction, Rules & Discipline, Team Work, Communication, Scripts, SOPs, Job Design, Task Checklist, Coaching & Training, Conflicts, Turnover, Manage & Motivate Customers, Customer Psychology, Crowd Control |
| 5 | Service Operation Management (S.O.S) | Service Definition, Servitization, Service Culture, Service Concept, Designing Customer Experience, Empathy, Managing Service Resources and Capacity, Time Management - 80:20 Rule, Efficiency, Effectiveness, Workflow Delegation, Emotions, Servicescape, Emotional Intelligence, Role of Technology, Managing Quality, Quality Culture, Contingency Plan |
| 6 | Production Cycle & Cost Control | Catering Cycle, Psychology of Menu Designing, Pricing Strategy & Presentation, Decoy Techniques, Food & Beverage Cost Control Production, Cleanliness & Hygiene - HACCP, Purchasing, Suppliers, Accessibility Delivery, Receiving & Storage Operations, Stocktaking |
| 7 | Public Relation, Sales, Publicity & Advertising | 3 Laws of Business Growth, LRVO, Advertising, Promotional Channels |
| 8 | Appraising Performances, R&D | Market Phase of Products, Monitoring & Measuring, Feedback - 5 Why's Strategy, Benchmarking, Best Practice, R&D, P&L |



Specialty Coffee Association Intermediate Barista & Brewing Skills

Course Objective

This program provides a deeper understanding of the coffee itself and builds on the practical skills learnt at Foundational level.

Intermediate Barista - Designed to test key core and more advanced skills and understanding, expected from a competent barista. Successful candidates should be able to dial in a brew recipe, make a full range of drinks with quality and speed, as well as understand the basic requirements for customer service and maintenance.

Intermediate Brewing - Designed to introduce core brewing skills and equipment to people with no previous brewing experience. Successful candidates should be able to grind and brew to the correct recipe to produce great coffee.

| | |
|--------------------------------|---|
| Course Name: | Specialty Coffee Association Barista & Brewing Intermediate Skills |
| Course Duration: | 36 hours / 4 day (36hour of theory & practical experience) 09.00 AM to 06.00 PM |
| Course Cost: | AED 7,000 |
| Course Content Barista: | Coffee bean knowledge Workspace Management Grinding, Dosing, and Tamping Extraction & Brewing Milk Techniques Barista Menu Hygiene, Health, Safety Customer Service Cleaning, Maintenance & Trouble – Shooting Coffee Machine & Grinder Maintenance Café Management Latte Art Techniques |
| Course Content Brewing: | Brewing Process Brewing And Charing Coffee Brewing Guidelines Cold Brew Water Quality Grinder Burr Types Grind Analysis Strength & Extraction 7 Essential Elements of Brewing Fundamentals of The Gold Cup Standards How To Measure Brew Strength Effects Of Roasting On The Coffee Bean |
| Certification: | SCA Coffee Skills Program (CSP) Intermediate Level Certificates in Barista Skills & Brewing Skills awarded upon successful completion of the training program administered by the SCA and delivered by Authorised SCA Tainer (AST). |



Personal Details

Please read this form carefully and complete all relevant sections. Please keep a copy for your reference.

Given Name _____
(Name exactly as in the passport)

Last Name _____
(Name exactly as in the passport)

Date of Birth _____ / _____ / _____
(Day) (Month) (Year)

Gender Male Female

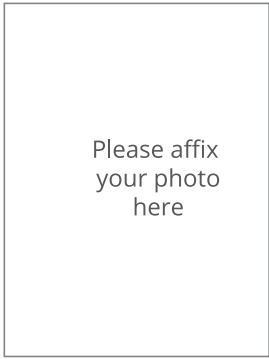
Passport No. _____ Nationality _____

Home Address _____

_____ Post Code _____

Telephone No. _____ Alternate Contact No. _____

Email _____



How did you come to know about us?

Referred by _____

Internet Email Magazine

Other (please specify) _____

Choice of Program

International Award in Barista Skills Barista Business Intermediate Barista & Brewing Skills

Preferred Start Date _____

Date _____ Signature _____



Conditions of Enrollment *(Please read before you sign the application form)*

- 1) **Definition:**
 - 1.1 For the purpose of these conditions of enrollment, commencement of registration means:
The first day of registration for the course in which the student is enrolled.
- 2) **Course Fees:**
 - 2.1 May be paid in AED / USD by Cash, Cheque, Credit / Debit Card or by Electronic Fund Transfer (EFT), to ICCA Dubai account, whichever is convenient.
 - 2.2 Full Course Fees to be paid before the commencement of Course program. Schedule of classes will be given only upon receipt of full payment.
 - 2.3 ICCA Dubai will not be responsible for any money paid to any representatives or other individuals not formally authorized by ICCA Dubai.
 - 2.4 All bank transfer charges and other incidental charges, as may be applicable, are payable extra, in actual, by the candidate.
- 3) **Cancellation and Refunds:**

Fees once paid are not refundable or transferable.

 - 3.1 The Course Fees will be refunded only in the following circumstances, if:
 - a. ICCA Dubai cancels the course in which the student is enrolled. In this case, ICCA Dubai will refund the Course Fees on a pro rata basis within 14 days from the date of notice of course cancellation;
 - b. All refunds will be made directly to the student concerned, upon receiving a formal request for the same in writing.
- 4) **Cancellation of a Class / Change of Date:**
 - 4.1 The intimation for Cancellation of a Class or request for Change of Date for a class must be made a minimum of 48 hours in advance of the class date by phone / email / sms. Failing which the same will be construed as a No Show, resulting in the cancellation of the class and 100% forfeiture of the class fees.
- 5) **Course Program and Class Plans:**
 - 5.1 Contents of one Course program are not interchangeable with the contents of another Course Program, in short any kind of combination of plans, is not permissible.
 - 5.2 Contents listed within a class are not changeable; any request for a change would be understood as a individual Class and charged for accordingly.
 - 5.3 Students joining as a private group, must continue as a group and cannot breakup as individuals for classes.
- 6) **Validity of Course Programs:**
 - 6.1 The ICCA Dubai Barista Programs registration is valid for a period of 6 Months from the date of payment and all classes must be completed within the given period, beyond which the program would be considered cancelled and all Fees thereof, forfeited.
- 7) **Standard Operating Procedures, Class Schedules, Code of Conduct & Rights:**
 - 7.1 Students are requested to read the Barista Programs - Procedures & Policies, provided upon request at the time of enrollment.
 - 7.2 Kindly adhere to the class time schedules.
 - 7.3 It is important that a student or students of a group do not disturb the other classes around in any manner.
 - 7.4 Students are requested to assist with post class clean up & wash up.
- 8) **Compliance, Termination & Rights:**
 - 8.1 ICCA Dubai reserves the right to expel a student for serious breach of discipline. Upon which the Course fee will not be refunded.
 - 8.2 As part of continuous development and quality delivery, ICCA Dubai reserves all rights to amend the course content, course cost, schedules and procedures & policies.
- 9) **Grievance Resolution:**
 - 9.1 ICCA Dubai has policies and procedures in place for the hearing of student difficulties and grievances.
 - 9.2 If you are not satisfied with the outcome, an independent dispute resolution can be availed, under the jurisdiction of Dubai, UAE laws and agree that damages are limited exclusively to a refund of the course fee for the course selected and that they are entitled to no other consequential, incidental or punitive damages.
- 10) **Additional Details:**
 - 10.1 Additional details with regards to course enrollment and course program provided upon formal application of interest to the program.

Please Note: Food packed and taken out of ICCA Dubai premises is at the students risk for Food Safety purposes.

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Accreditations & Partnerships



Coffee Pro

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