EVERYTHING DOG — SCHOOL OF WOOF

Professional Dog Training Programme

PROFESSIONAL CERTIFICATE

Programme Prospectus

Delivered by a KHDA-licensed training institute

WHAT'S IN THIS PROSPECTUS

At a Glance
Start date · Schedule · Venue · Fee · Credential

About the Programme
Science-based, welfare-led training

Your Timetable
Every Wednesday · 20 January to 28 April 2027

The Curriculum
Foundations & Glossary + Modules 1–11

How You Are Assessed
Online Tests · Final Exam · Practical Assessment

Fees, Applying & Contact
Deposit · Payment options · How to book

STARTS	SCHEDULE	DURATION	ENTRY
20 Jan 2027	Wednesday evenings	3 months	No prior experience

At a Glance

Item	Detail
Programme	Professional Dog Training Programme
Provider	Everything Dog — School of Woof. Delivered by a KHDA-licensed training institute.
Credential	Professional Certificate
Duration	3 months
Delivery	In person
Starts	Wednesday 20 January 2027
Schedule	Every Wednesday evening
Venue	Everything Dog — School of Woof Centre, Meydan Residence 1, Retail Shop 8, Meydan, Dubai
Entry requirements	No prior experience needed
Fee	AED 15,000 + VAT
Curriculum	Foundations & Glossary + 11 modules
Field drills	41, practised across the 11 modules
Assessment	An online test after every module, a final exam, and a practical assessment on a dog

About the Programme

The Professional Dog Training Programme teaches you how dogs learn, and how to use that science to train them well. It is science-based and welfare-led: you learn what works, why it works, and how to keep the dog's welfare at the centre of every decision.

Over 3 months of in-person training, you work through the Foundations & Glossary and 11 modules: from how learning works, through reinforcement, stimulus control and extinction, to behaviour change, enrichment and canine welfare. You practise every skill in 41 field drills, and you finish by showing what you have learned on a dog.

No prior experience is needed.

Your Timetable

Lectures run every Wednesday evening at the Everything Dog — School of Woof Centre, Meydan Residence 1, Retail Shop 8, Meydan, Dubai.

Date	Time	Lecture
Wed 20 Jan 2027	7:30–9:00 pm	Foundations & Glossary
Wed 27 Jan 2027	7:30–9:00 pm	Module 1 — Learning Theory Foundations
Wed 3 Feb 2027	7:30–9:00 pm	Module 2 — Thinking Like a Scientist
Wed 10 Feb 2027	8:00–9:30 pm Ramadan	Module 3 — Classical Conditioning
Wed 17 Feb 2027	8:00–9:30 pm Ramadan	Module 4 — Operant Conditioning
Wed 24 Feb 2027	8:00–9:30 pm Ramadan	Module 5 — Reinforcement Tools
Wed 3 Mar 2027	8:00–9:30 pm Ramadan	Module 6 — Stimulus and Signal Control
Wed 10 Mar 2027	—	**No lecture — Eid Al Fitr**
Wed 17 Mar 2027	7:30–9:00 pm	Module 7 — Extinction
Wed 24 Mar 2027	7:30–9:00 pm	Module 8 — Aversive Control & Negative Punishment
Wed 31 Mar 2027	7:30–9:00 pm	Module 9 — Applying Learning Principles
Wed 7 Apr 2027	7:30–9:00 pm	Module 10 — Animal Enrichment
Wed 14 Apr 2027	7:30–9:00 pm	Module 11 — Canine Welfare & Healthcare Standards
Wed 21 Apr 2027	**7:30–9:00 pm**	**Final Exam**
Wed 28 Apr 2027	**7:30–9:00 pm**	**Practical Assessment**

- During Ramadan, lectures run from 8:00 to 9:30 pm. There is no lecture on Eid Al Fitr.
- Ramadan and Eid Al Fitr dates are expected dates and depend on the official moon sighting.

The Curriculum

Foundations & Glossary

Before you open any other module, read this one. It gives you the vocabulary, the concepts, and the way of thinking that every other module in this programme relies on.

- Part One: ten foundational concepts
- Part Two: an alphabetical glossary of 99 terms

Module 1 — Learning Theory Foundations

By the end of this module, you will be able to:

- Explain learning as a durable change in behaviour due to experience — not attitude, stubbornness, or dominance.
- Use the ABC model to diagnose training failures and design targeted interventions.
- Differentiate skill deficits from performance deficits and choose the correct response to each.
- Explain motivation: reinforcer value, competing reinforcers, and how context changes everything.
- Apply the four-stage learning pipeline — acquisition, fluency, generalisation, maintenance — to any training plan.

Field drills: 1–4

Module 2 — Thinking Like a Scientist

By the end of this module, you will be able to:

- Detect and prevent unintended cueing (Clever Hans effects)
- Apply the principle of parsimony to select training-relevant explanations first
- Define behaviour in observable, measurable terms and track progress correctly
- Use key behavioural terms (SD, SΔ, MO, generalisation, discrimination) for precision

Field drills: 5–8

Module 3 — Classical Conditioning

By the end of this module, you will be able to:

- Explain classical conditioning using CS/US/CR/UR in dog-relevant language
- Design desensitisation and counterconditioning plans with clear thresholds
- Recognise and repair 'poisoned cues' and negative associations
- Explain single-event learning and how strong emotions accelerate learning
- Identify factors that affect learning: stress, arousal, novelty, timing, health, and context

Field drills: 9–11

Module 4 — Operant Conditioning

By the end of this module, you will be able to:

- Define operant conditioning and contrast it with classical conditioning
- Correctly label any consequence using the four quadrants (+R, −R, +P, −P)
- Explain clean mechanics: criteria, timing, and rate of reinforcement
- Apply shaping principles: splitting, criterion-raising, and rate of reinforcement
- Identify when classical and operant conditioning are operating simultaneously

Field drills: 12–14

Module 5 — Reinforcement Tools

By the end of this module, you will be able to:

- Explain why timing is a primary driver of clean learning and use a conditioned reinforcer (marker) correctly
- Select appropriate rewards and vary them strategically by difficulty and context
- Use reinforcement schedules (CRF, FR, VR, FI, VI) appropriately across learning stages
- Apply the Premack principle — high-probability behaviour reinforces low-probability behaviour

Field drills: 15–18

Module 6 — Stimulus and Signal Control

By the end of this module, you will be able to:

- Explain stimulus control and use the four-part test to evaluate whether a behaviour is truly 'on cue'
- Teach discrimination and generalisation intentionally — not by accident
- Build cue reliability using the cue-once rule, no-nagging protocol, and systematic proofing ladders
- Use SD and SΔ concepts to reduce 'off-cue' behaviours such as nuisance sits, demand barking, and pawing

Field drills: 19–22

Module 7 — Extinction

By the end of this module, you will be able to:

- Explain extinction as a decrease in behaviour when reinforcement is withheld — precisely and correctly
- Predict extinction bursts, behavioural variability, and spontaneous recovery — before they happen
- Use extinction strategically: with strong management, alternative reinforcement, and full consistency
- Avoid accidental intermittent reinforcement that keeps unwanted behaviours alive and resistant

Field drills: 23–25

Module 8 — Aversive Control & Negative Punishment

By the end of this module, you will be able to:

- Define aversive control (escape/avoidance learning) and recognise it in training systems
- Explain negative punishment (-P) and apply it cleanly with minimal fallout
- Explain common side effects of heavy aversive strategies: fear, suppression, conflict
- Create combined plans using management + reinforcement + carefully chosen consequences

Field drills: 26–28

Module 9 — Applying Learning Principles

By the end of this module, you will be able to:

- Select the right behaviour-change tool: management, reinforcement, DS+CC, differential reinforcement, shaping, chaining, prompts and fading
- Build a complete behaviour modification plan: trigger control, replacement behaviour, reinforcement strategy, and maintenance
- Explain social learning effects (attention, local enhancement, social facilitation) with realistic and evidence-based expectations

Field drills: 29–32

Module 10 — Animal Enrichment

By the end of this module, you will be able to:

- Define enrichment and explain its role in canine welfare, referencing scientific models.
- Distinguish between different types of enrichment: sensory, cognitive, social, feeding, and environmental.
- Describe how dogs perceive the world through their senses, drawing on research (including *Inside of a Dog* by Alexandra Horowitz).
- Design and implement species-appropriate enrichment plans that activate each sensory system.
- Recognise signs of under-stimulation and over-stimulation, and adjust enrichment accordingly.
- Create enrichment schedules that promote resilience, reduce stress, and prevent problem behaviours.

Field drills: 33–37

Module 11 — Canine Welfare & Healthcare Standards

By the end of this module, you will be able to:

- Define animal welfare using the Five Freedoms and Five Domains frameworks
- Implement preventive healthcare protocols including vaccination, parasite control, and dental care
- Recognise signs of pain, illness, and distress in dogs
- Respond appropriately to common canine emergencies
- Design a nutrition plan based on life stage, activity level, and individual needs
- Assess environmental and social welfare, ensuring housing meets species-specific needs
- Monitor welfare using standardised tools and keep accurate health records

Field drills: 38–41

How You Are Assessed

Online Module Tests

After each module, you take an online test.

Final Exam

On Wednesday 21 April 2027, you sit the final exam online, covering all modules, at home or at the centre.

Field Drills and Worksheets

Each module includes field drills and worksheets, so you practise every skill as you learn it.

Practical Assessment

Students display what they have learned on a dog. You work with either your own dog or a school-provided dog.

Earning the Professional Certificate

To earn the Professional Certificate, you pass the final exam and the practical assessment.

Your Study Materials

- A Student Guide for every module
- Class slides for every module
- An offline study version of every Student Guide, for your phone or computer
- The Foundations & Glossary

Fees and Payment

Item	Detail
Programme fee	AED 15,000 + VAT
Deposit to book your seat	AED 1,000, taken off the programme fee.
Payment options	Pay in full, or in two instalments: AED 7,000 + VAT before the programme starts (by Wednesday 20 January 2027, after your AED 1,000 deposit), and AED 7,000 + VAT by Wednesday 17 March 2027, in week 7 of the modules.
Pay with Tabby	You can also pay in instalments with Tabby.
VAT	All fees are shown without VAT. VAT is added on top.
Refunds	All fees are non-refundable.

How to Apply

1. Book your seat through our website, www.everythingdog.ae, or by WhatsApp on +971 54 397 8003.
2. Pay the AED 1,000 deposit to secure your seat.
3. Pay the balance in full, or in two instalments (also available with Tabby).
4. Join us for the first lecture on Wednesday 20 January 2027 at 7:30 pm.

Contact and Location

Item	Detail
Venue	Everything Dog — School of Woof Centre, Meydan Residence 1, Retail Shop 8, Meydan, Dubai
Phone	+971 4 591 2354
Mobile / WhatsApp	+971 54 397 8003
Email	info@everythingdog.ae
Website	www.everythingdog.ae