



Digital Payments & E-commerce MasterClass

21 - 22 Sep, 2020

Virtual Classroom

Price: 400\$

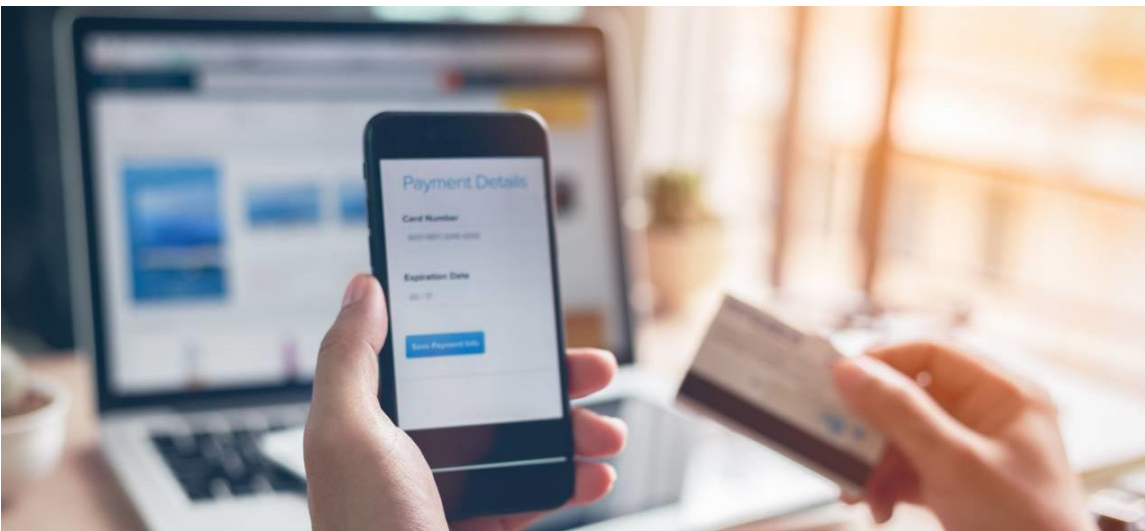


ENHANCE THE EXPERTISE OF:

- Digital Payment processors
- Business Owners
- Bankers / FinTech owners
- Department Heads
- Business heads
- Newbies Who Are New To Online Business
- People Who Are Looking For Ways To Start An Online Business Fast & Easy
- Affiliate Marketers, Business Owners, Home Makers
- Retires or People At The Work Force Looking For Part Time Extra Income
- Amazon or eBay Sellers

COURSE OBJECTIVES & OUTCOMES:

- Recent Innovations in digital payments
- Latest Technology Innovations and Digital trends
- How digital is changing customer behaviors
- The importance of Disruptive Technology in the race to provide value to end users
- Payment Technology in Emerging Markets
- Advantages & Disadvantages of E-commerce
- Complete understanding of digital payments
- Learn E-commerce payment systems
- Step by Step instructions to set up your own E-Store in a day
- Learn the E-commerce business model
- Learn the significance of API strategy in E-commerce
- Various case studies on digital payments and e-commerce
- Interlinkages between digital payments and e-commerce



COURSE CONTENT – DIGITAL PAYMENTS & E-COMMERCE MASTERCLASS

DAY 1

21 Sept 2020

Each session contains case studies for each topic covered concerning banks using the concept in real life business model

Session 1

< 5 Hrs. >

Session 2

1. Introduction to Digital Payments
2. Payment Technology in Emerging Markets
3. Types of Digital Payments
 - Mobile Payments
 - Digital Wallet Payments
 - Internet / Direct
 - Card Payments
 - Push & Pull Transactions

1. Mobile Payments
 - The Promise of mobile payments
 - Case Study – Mobile Wallet , world's most successful mobile money system
2. Mobile Payment Technologies
 - SMS Technology
 - USSD Technology
 - Push & Pull Transactions

DAY 2

22 Sept 2020

Each session contains multiple case studies for each topic covered concerning banks using the concept in real life business model

Session 1

< 5 Hrs. >

Session 2

1. Introduction to E-commerce
2. E-commerce overview
3. Advantages & Disadvantages of E-commerce
 - To Organisations
 - To Consumers
 - To Society
4. E-Commerce Business Models
5. API strategy for E-Commerce

1. E-Commerce Payment System
2. E-Commerce - Security System
3. E-Commerce – EDI
4. 5 Ways digital payments are most disruptive in E-Commerce

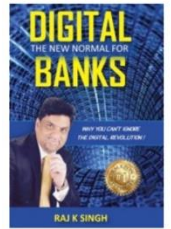
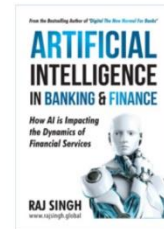
5. Bonus Chapter: Step By Step Instructions How To Setup Your Online Store In A Day

COURSE FACILITATOR / TRAINER



- Thought Leader, Global Subject Matter Expert, Digital Banking & Transformation leader, Influencer & Author of two Amazon #1 Best Seller on new age Banking & how technology is shaping the future of banking.
- Working Experience of over 20 years in Asia and Africa with leading banks & financial institutions as Director, Group COO
- A regular keynote speaker, presenter & contributor at leading industry conferences and business forums.

- Growth advisor, Board Advisor to Banks, FinTechs and other eco-system startups in emerging markets
- Conducting regular capacity building MasterClass programs for Banks & Financial institutions in emerging markets across different continents



FOR MORE INFORMATION:

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