

**ETAU: COLLEGE OF GENERAL STUDIES
INTRODUCTION TO TECHNOLOGY
COURSE OUTLINE**

Learning Objectives:

At the end of the course, participants should be able to:

- Understand the various communication methods and POS equipment used by merchants today
- Understand how the internet and other payments technologies are changing merchant and consumer options
- Understand how a credit card payment goes from card to statement and how the merchant gets paid
- Understand how debit processing, EBT, gift card and Prepaid products works
- Understand the various companies influencing technology growth
- Have a basic understanding of the international marketplace

I. Recap of Electronic Processing – “A Day in the Life of a Transaction”

II. Overview of “Technology” Categories

- ❖ Primary areas of focus
 - Pos
 - Telecommunications
 - Internet and mail/phone order
 - International processing

III. Merchant Landscape

- ❖ Types of Merchants

IV. Terminals/ECs/PCRs

- ❖ Historical perspective
- ❖ Modern times
- ❖ Functionality
 - Single message
 - Dual message

V. Telecommunications

- ❖ Historical perspective
- ❖ Advanced communications
- ❖ General categories of telecommunications
 - Dial-up line
 - Frame relay
 - Private leased line/dedicated
 - IP Connection

VI. Security

- ❖ Customer authentication
- ❖ Transaction/message encryption
- ❖ Information security

VII. Credit and Debit Cards

VIII. Value-Added Products

- ❖ EBT
- ❖ eCommerce
- ❖ Proximity payments
 - Terminal providers
 - Chip card providers
- ❖ Stored value/Prepaid
- ❖ Checks

IX. International Processing

X. Summary

- I. Recap of the topics covered and a preview of the topics to be covered in ETAU's *Introduction to Operations* and *Introduction to Sales and Marketing* courses.