

**ETA University**  
**College of General Studies**  
**Introduction to Technology**

**Overview:** The *Introduction to Technology* class provides an overview of the functions and terminology surrounding the technology used within the various aspects of electronic processing. This class covers the general basics of Point of Sale; Telecommunications; the Internet and Mail/Phone order; and other consumer products, such as gift cards, stored value and their impacts to technology.

**Course Outline**

- I. **Recap of Electronic Processing – “Day in the Life of a Transaction”**
  - A recap of the seven stages of processing along with the processing flow charts will be reviewed.
  
- II. **Overview of “Technology Categories”**

Primary areas of focus

  - POS
  - Telecommunications
  - Internet and Mail/Phone order
  - Consumer Products
  - International Processing
  
- III. **POS**
  - General categories of POS equipment and types of merchants.
  - Single location versus major retailers
    - Associated pitfalls.
  - Value added resellers
    - Roles and responsibilities
  - Systems integrators
    - Roles and responsibilities
  - Compliance standards
  - Single location merchants
    - Type of terminal products utilized
  - Multi-lane or small regional merchant products
    - along with some of the terminal technology used.
  - Large national retailers
  - Types of Electronic Cash register systems
  - Value added resellers
  
- IV. **Telecommunications**
  - General categories of telecommunications
    - impact on the types of products offered.
    - Dial up
    - Leased line
    - Wireless
    - Satellite
  - Terminology and definitions
    - Including dial up, leased line, wireless, SNA, TCPIP, LAN, WAN, the Internet and the various acronyms in the industry
  - Types of telecommunications by type of merchant
    - small, single location through multi-lane and national retailers.

**V. Internet and Mail/Phone order**

- Basic components of setting up Internet merchants.
- Mail/Phone order merchants and its associated special processing characteristics.
- Security issues
- Processing nuances
  - hosting, store fronts
  - product set up
  - risks and liability issues.
- Mail/order merchant
  - specialized processing
    - address verification
    - catalogue and shipping
  - risks and liability issues

**VI. Consumer Products**

- Special programs needed for value-added product
  - impact on technology
    - debit cards
    - smart cards
- Cardholder security
  - authentication products
    - biometrics
    - pins
- Impact of cardholder security requirements on processing and operations
- Card embossing and encoding
- Smart card attributes
  - chip functions

**VII. International Processing**

- Currency conversion and other International issues
  - commerce restrictions
  - language
  - settlement/interchange
- International processing
  - association regions and requirements
  - country rules and regulations
  - currency and language considerations
    - impact on operations and technology.
- Dynamic currency conversion
- The Internet and its impact on international processing
  - commerce restrictions
  - monitoring tools

VIII. General summary – A recap of the topics covered and a preview of the topics to be covered in ETAU's operations and sales and marketing courses.

**Participant Profile**

This course is appropriate for individuals with an understanding of the electronic payments industry and want to expand their general knowledge about technology-related matters in the payments industry.