

# Course Outline

(A SIDC CPE approved course)

**Title :** Impact of Mobile Commerce (M-Commerce) on Capital Market Services Industry

**Date :** 6th December 2017

**Venue :** Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

**CPE :** 10 Points

**Speaker :** Dr Ch'ng Huck Khoon

## Objectives

1. Explain what is Mobile Commerce (M-Commerce)
2. Discuss the impact of M-Commerce on the Capital Market Services Industry
3. Illustrate the Information Security Guidelines / Best Practices by Cyber Security Malaysia

Time	Descriptions
9 : 00 - 10 : 30	<b>What is M-Commerce?</b> <ul style="list-style-type: none"><li>• History</li><li>• E-Commerce vs. M-Commerce</li><li>• Products and Services Available</li><li>• Payment Methods</li><li>• Case Study: Why WeChat Gaining Global Attention?</li></ul>
10 : 30 - 10 : 45	<b>Coffee Break</b>
10 : 45 - 13 : 00	<b>Impact of M-Commerce on Capital Market Services Industry</b> <ul style="list-style-type: none"><li>• Mobile Banking</li><li>• Mobile Brokerage</li><li>• Customer Experience</li><li>• Customer Interface</li><li>• Customer Relationship</li></ul>
15 : 15 - 15 : 30	<b>Lunch Break</b>
14 : 00 - 15 : 15	<b>M-Commerce : Issues and Challenges</b> <ul style="list-style-type: none"><li>• Marketing Strategy in M-Commerce</li><li>• Communication</li><li>• Community</li><li>• Branding</li></ul>
15 : 50 - 16 : 00	<b>Coffee Break</b>
15 : 30 - 17 : 00	<b>Information Security Guidelines / Best Practices by Cyber Security Malaysia</b> <ul style="list-style-type: none"><li>• Online Identity Theft</li><li>• Web Browsing: Play It Smart, Don't Be Played!</li><li>• Guidelines on Computer Security</li><li>• Highlights of Computer Crime Act 1997 and Communication and Multimedia Act 1998</li></ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Impact of Mobile Commerce (M-Commerce) on Capital Market Services Industry
COURSE DATE	6th December 2017
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	<b>RM 348 for Banker, member of professional associations [early bird by 6 Nov. 2017]</b> RM 398 for Banker, member of professional associations <b>RM 438 for Public [early bird by 6 Nov. 2017]</b> RM 498 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
<b>SIDC CPE Points</b>	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to <a href="mailto:cpeseminar@chkconsultancy.com.my">cpeseminar@chkconsultancy.com.my</a>
Payment Details	<ol style="list-style-type: none"> <li>Cheque made payable to "CHK CONSULTANCY SDN BHD".</li> <li>Or bank in to MAYBANK A/C #. 557063320872</li> <li>Scan and email bank in slip to <a href="mailto:cpeseminar@chkconsultancy.com.my">cpeseminar@chkconsultancy.com.my</a> or fax to 03-76104234</li> </ol>
Terms & Policies	<ol style="list-style-type: none"> <li>submission of this document would imply agreement to our terms and policies.</li> <li>CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant.</li> <li>CHK Consultancy Sdn Bhd implements a non-refund policy. Transfer to another program date incurs a 20% transfer fee and must be within 1 month from the effected month. However, we allow a replacement participant with no additional charge.</li> <li>Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee.</li> <li>Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount.</li> <li>Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability.</li> <li>DISCLAIMER : CHK Consultancy Sdn Bhd reserves the right to change the venue, alter the speaker(s) without further notice, reserves the right to cancel/postpone this program. Administrators and participants will be notified and any payment received will be carried forward.</li> </ol>

## MODE OF PAYMENT

PLEASE TICK

1. By cash, please bank into MAYBANK, "CHK CONSULTANCY SDN BHD"	<input type="checkbox"/>
2. Cheque made payable to CHK CONSULTANCY SDN BHD	<input type="checkbox"/>

## PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE	
SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

## ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
EMAIL ADDRESS	
PHONE NO.	
FAX NO.	
BUSINESS POSTAL ADDRESS	