

# Course Outline

(A SIDC CPE approved course)

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

**Date :** 11th Jun 2018

**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	11th Jun 2018
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 11 May 2018]</b> RM 398 for Banker, member of professional associations <b>RM 438 for Public [early bird by 11 May 2018]</b> RM 498 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to cpe-seminar@chkconsultancy.com.my
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to cpe-seminar@chkconsultancy.com.my or fax to 03-76104234
Terms & Policies	1. submission of this document would imply agreement to our terms and policies. 2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant. 3. 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. 4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee. 5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount. 6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability. 7. 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.

## 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	