



Payment Cards Management



The course is designed to provide an understanding of the underlying business strategies critical to successful credit, debit and other payment cards businesses. It describes how the key external and internal players contribute to a successful and profitable business proposition through different economic cycles and in different competitive cycles.

Program Objectives:

- A Start up and maintain cards business.
- Understand how to develop a business model appropriate for where the cards product is in the product cycle for a particular country/market segment.
- Build new acquisition channels based on the infrastructure realities and limitations of the country/market.
- Recognize, measure and control risks to cards business caused by: economy, legal/regulatory/political, competition, sourcing and target market strategies, product, funding and credit cycle.
- Be able to successfully manage risk through use of: MIS, portfolio management techniques, Product Approval Programs, operational control and infrastructure investment.



Who should attend?

- Business Managers responsible for cards business
- Sales, Credit, Operations and other staff supporting the cards business
- Development teams launching/re-launching a cards business
- Compliance officers, internal auditors and operational risk managers
- Marketing team, fraud managers and collection managers



Course Delivery:

- Core techniques: Lecture, group exercises and case studies
- Additional options: Computer simulation, pre-course reading, Daily & Final exams
- Duration: 1 to 3 days, depending on delivery options chosen.

Course Delivery Options:

- Client can include special topics presented by its staff or incorporated into material
- Use of daily and final exams to test knowledge and identify areas for special focus
- Pre-course assignments to cover basics information outside of the classroom.
- On-site consulting by the instructor immediately after the course or as a follow-up