

Visa Product

*Cairo (Egypt)*

*12 - 16 January 2025*

UK Traininig

**PARTNER**



## Visa Product

Code: OC28 From: 12 - 16 January 2025 City: Cairo (Egypt) Fees: 3900 Pound

### Introduction

Welcome to the Visa Product Course, a comprehensive training program designed to provide participants with a detailed understanding of Visa products, services, and their significance in the global financial landscape. As one of the leading payment technology companies, Visa plays a crucial role in facilitating secure and efficient electronic transactions worldwide. This course aims to equip participants with the knowledge and skills necessary to navigate the Visa ecosystem, comprehend its products, and contribute effectively to the payment industry.

### Objectives

- Develop a foundational understanding of Visa products: Explore the diverse range of Visa products, including credit cards, debit cards, prepaid cards, and innovative digital payment solutions. Understand the features, benefits, and functionalities of each product.
- Master the payment ecosystem: Gain insights into the end-to-end payment process facilitated by Visa, from transaction initiation to settlement. Understand the roles of various stakeholders, including issuers, acquirers, merchants, and cardholders.
- Enhance security awareness: Learn about the security measures embedded in Visa products and transactions. Understand fraud prevention techniques, encryption technologies, and risk management strategies employed by Visa to ensure secure payments.
- Stay updated on industry trends and innovations: Explore the latest developments in the payment industry, including emerging technologies, regulatory changes, and advancements in digital payments. Stay informed about Visa's response to market trends.
- Practical application of Visa products: Apply theoretical knowledge through hands-on exercises, case studies, and simulations. Develop practical skills in navigating Visa systems, troubleshooting common issues, and providing effective support to users.

### Course Outlines

#### Day 1

##### Introduction to Visa and the Payment Landscape

- Overview of Visa as a payment technology company



- Evolution of electronic payments
- Key players and stakeholders in the payment ecosystem

## Day 2

### Understanding Visa Products

- Credit cards, debit cards, and prepaid cards
- Contactless payments and digital wallets
- Emerging payment solutions and innovations

## Day 3

### Payment Process and Stakeholder Roles

- End-to-end payment process
- Roles of issuers, acquirers, merchants, and cardholders
- Interactions within the Visa network

## Day 4

### Security Measures in Visa Products

- Fraud prevention techniques
- Encryption technologies
- Risk management in electronic transactions

## Day 5

### Industry Trends and Practical Application

- Latest developments in the payment industry
- Regulatory changes and compliance considerations
- Hands-on exercises, case studies, and simulations





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