



جامعة المستقبل
AL MUSTAQBAL UNIVERSITY
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Computer Sciences III S1

Second Stage

LECTURE 4 E-Commerce

BY

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INTRODUCTION TO E-COMMERCE AND ELECTRONIC BANKING

- **E-Commerce Impact:**

- E-commerce has revolutionized the way financial transactions are conducted.
- Increasing reliance on digital solutions for everyday transactions.

- **Definition:**

- Electronic banking encompasses various digital channels for managing finances, transferring funds, and conducting transactions online.



UNDERSTANDING ELECTRONIC BANKING

- **Definition:**

- A range of services enabling financial transactions via electronic channels, providing consumers and businesses with efficient ways to manage their finances.

- **Significance:**

- Enhances convenience and accessibility.
- Reduces the need for physical bank visits.

ONLINE BANKING

- **Core Services:**

- Online banking platforms are integral to modern banking, offering users a comprehensive suite of services.

- **Expanded Features of Online Banking:**

- **Account Aggregation:** Link accounts from multiple banks for a single view of finances.
- **Budgeting Tools:** Tools to track spending, categorize expenses, and set budgets.
- **Financial Planning:** Access to financial advisors and planning tools for goals and retirement.
- **Personalized Offers:** Tailored promotions based on spending habits.

BENEFITS OF ONLINE BANKING

- **Convenience:**

- Perform transactions from anywhere at any time without visiting a physical bank branch.

- **Reduced Costs:**

- Lower operational costs for banks can translate to lower fees for customers.

- **Eco-Friendly:**

- Reduces the need for paper statements and receipts, contributing to environmental sustainability.



SECURITY CONSIDERATIONS IN ONLINE BANKING

- **Encryption:**

- Advanced encryption methods protect sensitive customer information transmitted over the internet.

- **Two-Factor Authentication (2FA):**

- Many banks require an additional verification step (such as a text message code) for enhanced security.

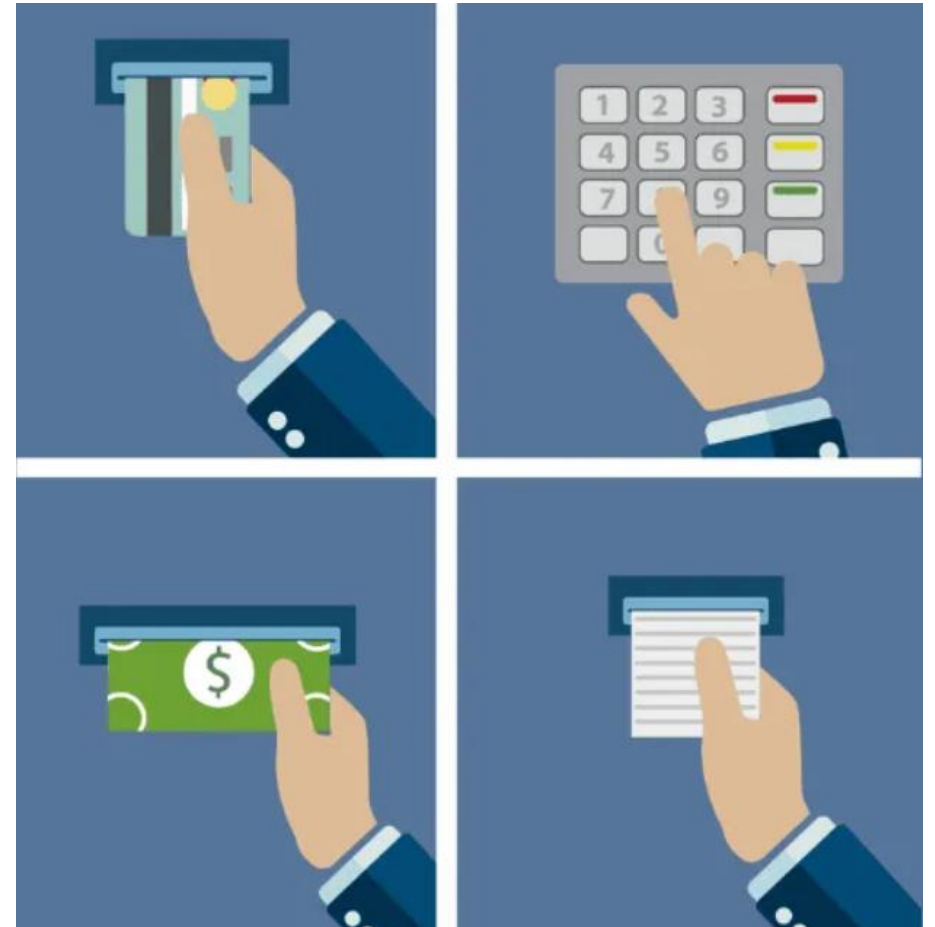
- **Fraud Monitoring:**

- Sophisticated algorithms monitor account activity for suspicious transactions, alerting customers of anomalies.



ATM AND DEBIT CARD SERVICES

- **Integration into Daily Banking:**
 - The integration of ATMs and debit cards into everyday banking enhances user convenience.



ENHANCED ATM SERVICES

- **Multi-Currency Transactions:**

- ATMs in tourist areas allow withdrawals in multiple currencies, facilitating international travel.

- **Cardless Withdrawals:**

- Some ATMs enable customers to withdraw cash without a card by using a mobile app for authentication.

- **Deposit Automation:**

- Advanced ATMs can automate the entire deposit process, including check scanning and cash counting.

BENEFITS OF DEBIT CARD SERVICES

- **Budget Control:**

- Debit cards allow users to spend only what they have in their accounts, helping avoid debt.

- **Wide Acceptance:**

- Debit cards are accepted globally for online and in-store purchases, making them versatile.

- **Loyalty Programs:**

- Many banks offer rewards or cashback programs linked to debit card usage, incentivizing regular use.

SECURITY CONSIDERATIONS FOR DEBIT CARDS

- **Chip Technology:**

- EMV chips on debit cards provide enhanced security compared to magnetic stripes, reducing skimming risks.

- **Card Lock Features:**

- Many banks allow users to lock or unlock their debit cards via their mobile app, providing immediate control.

- **Fraud Alerts:**

- Banks monitor transactions for unusual activity and notify customers if suspicious transactions are detected.



PHONE BANKING

- **Importance:**
 - Phone banking remains a crucial service, especially for customers who prefer personal interaction or do not have internet access.



EXPANDED FEATURES OF PHONE BANKING

- **Interactive Voice Response (IVR):**
 - Automated systems guide users through transactions via voice prompts, allowing efficient service.
- **Real-Time Support:**
 - Customers can speak to bank representatives for assistance with account issues, fraud reports, or inquiries.
- **Transaction History:**
 - Users can request recent transactions, account balances, and mini-statements via phone.

BENEFITS OF PHONE BANKING

- **Accessibility:**
 - Phone banking is available 24/7, allowing customers to access services without needing internet connectivity.
- **Personalized Service:**
 - Customers can receive tailored assistance based on their individual banking needs.
- **Support for Elderly and Technologically Challenged Customers:**
 - Phone banking serves those who may struggle with online banking technology.

SECURITY CONSIDERATIONS IN PHONE BANKING

- **Voice Recognition Technology:**

- Some banks use voice biometrics for authentication, adding an extra layer of security.

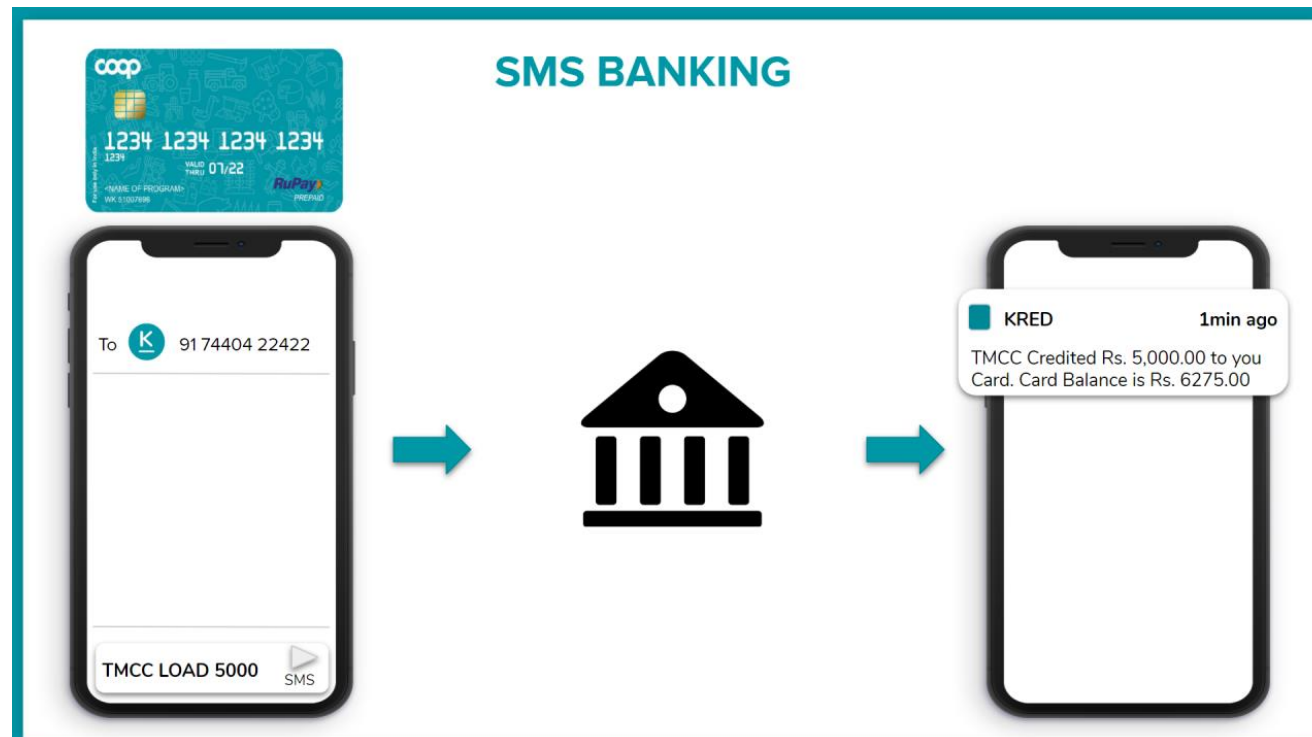
- **Call Monitoring:**

- Banks monitor calls for quality assurance and fraud detection, ensuring customer safety.

SMS BANKING

- **Utility:**

- SMS banking is particularly useful in areas with limited internet access, providing essential banking services through text messages.



EXPANDED FEATURES OF SMS BANKING

- **Custom Alerts:**

- Users can customize alerts for specific account activities, such as deposits, withdrawals, or low balance notifications.

- **Transaction Initiation:**

- Some banks allow users to initiate transfers or payments through SMS commands.

- **Location Alerts:**

- Notifications can be sent if transactions are attempted from locations outside of the user's usual patterns.

BENEFITS OF SMS BANKING

- **Real-Time Updates:**
 - Users receive immediate notifications regarding their account activities.
- **Simplicity:**
 - SMS banking is straightforward, requiring only basic mobile phone capabilities.
- **Cost-Effective:**
 - SMS banking often incurs lower fees than mobile data usage, making it accessible for all users.

SECURITY CONSIDERATIONS FOR SMS BANKING

- **Secure Messaging:**

- While SMS is generally secure, banks encourage users to be cautious about sharing personal information via text.

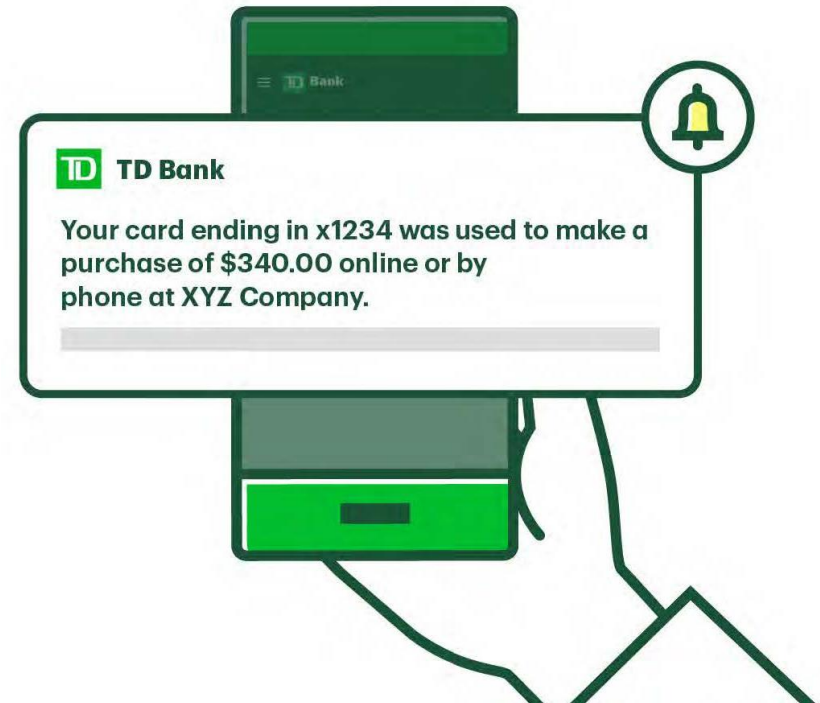
- **Alert Customization:**

- Users are advised to set alerts that are specific enough to reduce false alarms but comprehensive enough to catch fraudulent activities.

ELECTRONIC ALERTS

- **Role in Banking:**

- Electronic alerts have become an integral part of customer communication, enhancing user engagement and security.



EXPANDED TYPES OF ELECTRONIC ALERTS

- **Credit Score Alerts:**

- Notifications about changes in a user's credit score, providing insights for financial management.

- **Payment Confirmations:**

- Alerts confirming successful payments or transactions, assuring customers that their requests have been processed.

- **Promotional Offers:**

- Banks can send personalized offers based on a user's account history or spending patterns.

BENEFITS OF ELECTRONIC ALERTS

- **Increased Awareness:**

- Customers can stay informed about their account activity, helping identify unauthorized transactions quickly.

- **Financial Management:**

- Alerts can help users manage their finances more effectively by providing timely reminders for payments and account balances.

- **Enhanced Security:**

- Immediate notifications about suspicious activity empower users to take swift action if they detect fraud.

MOBILE BANKING

- **Evolution:**

- Mobile banking applications have rapidly evolved, incorporating advanced technologies to enhance user experience.



ENHANCED FEATURES OF MOBILE BANKING

- **Personal Finance Management:**

- Many mobile banking apps include budgeting tools, expense tracking, and financial goal setting.

- **Mobile Wallet Integration:**

- Users can link their bank accounts to mobile wallets like Apple Pay or Google Pay for contactless transactions.

- **Push Notifications:**

- Apps can send real-time notifications for transactions, promotional offers, and security alerts.

- **Video Banking:**

- Some banks offer video consultations with representatives, allowing for face-to-face interactions from anywhere.

BENEFITS OF MOBILE BANKING

- **On-the-Go Access:**

- Users can manage their finances from anywhere, making it convenient for busy lifestyles.

- **Instant Updates:**

- Mobile banking allows for immediate access to account updates and transaction alerts.

- **User-Centric Design:**

- Modern apps focus on user experience, often providing a more intuitive interface than traditional online banking.

SECURITY CONSIDERATIONS IN MOBILE BANKING

- **Multi-Layered Security:**

- Mobile banking apps often use multiple layers of security, including biometric authentication, password protection, and encryption.

- **Regular Updates:**

- Banks frequently update their apps to address security vulnerabilities and enhance features.

- **User Education:**

- Banks educate customers about safe practices, such as not accessing banking apps over public Wi-Fi networks to mitigate security risks.



FUTURE TRENDS IN ELECTRONIC BANKING

- **Artificial Intelligence (AI) and Machine Learning:**
 - Banks are increasingly using AI to enhance customer service through chatbots, predictive analytics, and fraud detection.
- **Blockchain Technology:**
 - Adoption of blockchain for secure and transparent transactions, particularly for cross-border payments.
- **Open Banking:**
 - Regulatory changes push banks to share customer data with third-party providers for innovative financial products through APIs.
- **Digital-Only Banks:**
 - The rise of neobanks, which focus exclusively on digital services, catering to tech-savvy consumers.
- **Enhanced Cybersecurity Measures:**
 - Ongoing investment in advanced cybersecurity measures to protect against rising threats.

CONCLUSION

- **Summary:**

- Electronic banking services are transforming the financial landscape by improving accessibility, convenience, and security for users.

- **Implications:**

- Understanding these components is essential for navigating the evolving financial landscape and making informed banking choices.

QUESTIONS AND DISCUSSION

Any Questions ?

Thanks ,

