



E-commerce: Towards a Digital Transformation

Lecturer: Mr. Yossi Buganim



Dreaming of opening your own electronic business? Ashkelon Academic College invites you to take part in an exclusive, interdisciplinary course in the field of E-commerce in which you will learn how to advertise and promote business models and implement marketing strategies.

With the development of the Internet, globalized brands, and the recession of the street store model, E-commerce has become a central engine of the commercial economy.

Through both 3rd party vendors and brand-specific commercial websites, consumers are able to easily purchase goods and services with no need for face-to-face seller-consumer interaction. Consequently, E-commerce has become the central trend of the global economy of the 21st century.

This course focuses on the broadening scope of E-commerce. Students will also receive hands-on training to develop a generic web-based architectural framework for E-commerce. The course will be taught in English to enable students to engage in the subject in the language in which E-commerce takes place. In addition to the central lectures, the course will include multi-disciplinary, professionally produced short films developed by both leading experts from the field and lecturers from a range of disciplines at AAC, including logistics, fintech, tenders, international law, marketing communication, and tourism. Leading experts from the field will include CEO's of leading companies in E-commerce (such as Shufersal, DHL, and various digital marketing and trade and investment companies).

The course will engage with the following topics:

- ▶ E-commerce business models and concepts
- ▶ E-commerce infrastructure
- ▶ E-commerce marketing and advertising concepts
- ▶ Management challenges and opportunities: new business models and processes
- ▶ Ethical, social, and political issues
- ▶ Fintech and electronic payment systems
- ▶ E-commerce marketing techniques
- ▶ Website design issues
- ▶ The evolution of E-commerce
- ▶ E-commerce and supply chain
- ▶ Social networks, auctions, and portals

The course will take place every Thursday from 4:00 p.m. to 5:30 p.m. during the second semester of 2022. Lectures will be taught in English at Ashkelon Academic College.



Yossi Buganim is a lecturer in the Department of Economics and Logistics at Ashkelon Academic College and senior IT director at Vishay Israel company since 2008. His fields of expertise include management of IT and procurement, management of designated technology procurement projects, project and operational management, merger and acquisition processes, cross-organizational performance control implementation, strategic decision-making processes and conducting complex and large-scale negotiations in various fields.