**BOSTON UNIVERSITY MET COLLEGE**

[**Master of Science in Global Marketing Management**](http://www.bu.edu/online/programs/graduate-programs/global-marketing-management/)

8 Courses/32 credits – 4 degree courses, 4 specialization courses, 2 electives

***Specialization courses***

**MET AD 648 Ecommerce** \*Provides a detailed examination of how businesses can successfully use Internet and Web technology. Students are introduced to the concepts and issues of electronic commerce. Topics include comparison of e-commerce procedures, payment mechanisms, applications in different industry sectors, security, the challenges of starting and maintaining an electronic business site, as well as a comparison with traditional business practices.

**MET AD 655 International Business, Economics, and Cultures** \*This course considers macroeconomic factors of relevance to the firm: aggregate economic activity, cyclical movements, and fiscal and monetary policies. The course reviews the problems of decision-making relating to demand, production, costs, market structure, and price, and provides an analysis of the interplay between governments, economic systems, labor, and multinational corporations (MNCs). Topics include: the basis for the existence, organization, and growth of MNCs; a comparison of major economic and government systems; areas include the impact on the firm's business transactions and trade due to taxation, regulation, legal environments and labor influences. This course additionally investigates the relationship between the interaction of national culture and development. Topics range from developing nations' rain forest and species management to pollution generated by developed nations. Culture, policy, and development are also discussed in relation to the impact of the business interactions (agriculture, fishing, technology transfer, etc.) among developing and developed nations.

**MET AD 737 Innovative Marketing Techniques** \*Prereq: MET AD648   
Marketing approaches have been significantly altered with the advent of the Internet. This course provides a view of marketing for the twenty- first century. Special emphasis is provided on the impact of new Internet marketing techniques, research using data mining and metrics, search engine optimization, reaching consumer markets through the new business models associated with social communities, blogs, and other Web 2.0 structures..

**MET AD 856 Market and Economic Research and Analysis** \*The course is designed to prepare the student to undertake a comprehensive survey of the regional or national economic, social, logistical/infrastructure and attraction market to determine the most appropriate allocation of resources and strategic positioning. Students are exposed to the development of tourism and regional development plan, the basis for segmentation and target markets. The methods and tools of market and economic research are presented and the role/interplay of private, local, national and international intuitions are discussed as they relate to data gathering and plan assessment and implementation.

[**Graduate Certificate in Global Marketing Management**](http://www.bu.edu/online/programs/certificate-programs/global-marketing-management/#curriculum)

4 courses/16 credits

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Plus two additional Administrative Sciences graduate-level courses, chosen with the advisor’s approval

[**Master of Science in Enterprise Risk Management**](http://www.bu.edu/online/programs/graduate-programs/enterprise-risk-management/)

10 courses/40 credits

The primary objective of the MSERM program is to develop sophisticated professionals who can take on enterprise risk challenges in today’s turbulent business world, enhancing business value by providing solutions that mitigate risk across entire business enterprises.

Students who complete the master’s degree in Enterprise Risk Management will be able to demonstrate:

* Proficiency in designing and evaluating exposures and the available response options, and developing appropriate plans for widely used enterprise risk management, business continuity planning, and disaster recovery frameworks and processes.
* Skills in the use of quantitative and qualitative data to estimate the likelihood and severity of individual exposures.
* The skills and abilities necessary to undertake management and leadership roles in the profession of enterprise continuity, with an appreciation of the broad issues of continuity, security, and risk management.
* A broad understanding of the different aspects of business continuity as it impacts the continued operations of the firm, from supply-chain management through higher-level strategy development involving markets and industry sustainability.

[**Master of Science in Supply Chain Management**](http://www.bu.edu/online/programs/graduate-programs/supply-chain-management/)

10 courses/40 credits

[**Graduate Certificate in Supply Chain Management**](http://www.bu.edu/online/programs/certificate-programs/supply-chain-management/)

4 courses/16 credits

[**Graduate Certificate in Data Analytics**](http://www.bu.edu/online/programs/certificate-programs/data-analytics/)

4 courses/16 credits – Offered by the Computer Science Department

MET CS544 Foundations of Analytics

MET CS555 Data Analysis and Visualization

MET CS688 Web Analytics and Mining

MET CS699 Data Mining

[**Graduate Certificate in Applied Business Analytics**](http://www.bu.edu/online/programs/certificate-programs/applied-business-analytics/)

4 courses/16 credits – Offered by the Administrative Sciences Department

MET AD571 Business Analytics Foundation

MET AD616 Enterprise Risk Analytics

MET AD654 Marketing Analytics

MET AD688 Web Analytics for Business

[Master of Science in Software Development](http://www.bu.edu/met/programs/graduate/software-development/)

8 courses/32 credits

[Graduate Certificate in Cybercrime Investigation & Cybersecurity](http://www.bu.edu/met/programs/graduate/cybercrime-investigation-cybersecurity-certificate/)

4 courses/16 credits

MET CJ610 Cybercrime

MET CJ710 Applied Digital Forensic Investigation

MET CS684 IT Security Policies and Procedures

MET CS693 Digital Forensics and Investigations

***Helpful links***

[Welcome to Metropolitan College](http://www.bu.edu/met/)

[Department of Administrative Sciences](http://www.bu.edu/met/faculty/departments/administrative-sciences/)

[Department of Computer Science](http://www.bu.edu/csmet/)

[Online learning at Boston University](http://www.bu.edu/online/)