

Gonzaga MBA Course Descriptions

MBUS 699 Special Topics - Fall 2015



These seminars cover topics of importance to business professionals and are often offered only once. 699 courses may be repeated for credit with a change in subject matter.

Data Visualization (3 credits: full 15 weeks)

The amount of data available in business and social settings has increased and this has led to an emphasis on data-driven decision making. In this context, data visualizations are useful for exploring data and for uncovering relationships between variables in the data. They are also critical in the communication of results of data analyses efforts. In this course, students will learn how to acquire, clean, and manipulate data for creating effective data visualizations. The focus, however, will be on the creation of visual displays of data to understand and explore them and to communicate research findings. It will address the cognitive bases of effective visualizations and introduce students to a set of static and interactive visualization tools within the open-source R environment. These include the grammar of graphics plotting system, googleVis, and JavaScript based rCharts. Designing web-based interactive graphics using the shiny-server environment will be covered.

The Art & Science of Selling (1 credit - Saturday Intensive Course)

Everyone is in sales today, regardless of whether your job title includes the term. We are not just selling products, we sell our brands, our ideas, ourselves, and more. In this course, we will combine a left-brained and right-brained approach to understand how to influence, motivate, and inspire. We will explore sales from two dimensions: the art of selling (creativity, heart, and inspiration) and the science of selling (planning, motivation, and management).

Zagweb Registration Issues

As a reminder, you are able to take as many 699 courses as you choose; however, Zagweb will not let you register for more than one. If you attempt to register for more than one 699 class on Zagweb, you will receive the following error: DUPLICATE COURSE with SECTION XX. If you receive this, email your advisor with the following information to complete registration:

1. Your name
2. Student ID number
3. Course title and section
4. CRN of the course(s) you would like to add