

Course: Structural Equation Modeling

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Objective:

Structural Equation Modeling (SEM) is a mathematical technique in which multiple Latent Variables are simultaneously evaluated in order to determine their relationships to each other. This course is designed to inform industry practitioners of some basic theoretical grounding of SEM usage, how to recognize latent variables important to their industry, how to use the SEM applications available and which SEM models may be most effective in their investigations. The course will incorporate the usage of SEM application software in each session. The focus of SEM usage will be specific to those industries represented in the course and participant data sets will be solicited to use as classroom examples. Participants will be able to assess current data collection methods within their organization and be able to modify their collection efforts in order to make full use of SEM techniques.

Intended Audience:

This course has been prepared to be valuable both for practitioners doing applied research as well as for academics in scientific research. Proficiency in SEM use can assist in refining outcome metrics and survey construction intent on measuring the organizational success. Academics, specifically school of business academics, focus SEM techniques on developing and confirming new theories that can contribute to the advancement of business techniques and the implementation of new processes and technologies.

CALENDAR:

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|-------|-----------|----------------------|-------------------------------------|
| • Mon | July 12th | 7pm-10:30pm | Introduction to SEM |
| • Thu | July 15th | 7pm-10:30pm | Latent Variables |
| • Mon | Jul 19th | 7pm-10:30pm | EQS, Lisrel, AMOS Intro |
| • Sat | Jul 24th | 8:30am-12n, 2-5:30pm | Survey Construction |
| • Sun | Jul 25th | 8:30am-12n, 2-5:30pm | Practitioner usage |
| • Mon | Aug 2nd | 7pm-10:30pm | Academic usage – Project due |
| • Thu | Aug 5th | 7pm-10:30pm | SEM Models – Final Exam |

PLACE: ESAN, Laboratorio ESAN-Data

COST: US\$ 550, Book included

INFORMATION

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