Course: Structural Equation Modeling

Instructor: Prof. Ronald Freeze, Ph.D.
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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:

- 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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