

## 61760 - Modeling methods

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

#### 5.2. Learning activities

#### 5.3. Program

Chapter 1. Definition and formulation of Conceptual Models

Chapter 2. Structural Equations Modelling (SEM)

## **61760 - Modeling methods**

Chapter 3. SEM using Partial Least Squares (PLS) estimation

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**