Name of the Programme: MBA
Course Code: MGA-626
Title of the course: Structural Equation Modeling
Number of credits: 2
Effective from: 2022-23

Prerequisite for the course	NIL	
Objective:	To enable the participants to develop analytical skills for marketing research.	
Content:	**Unit I: Introduction** Foundations of structural equation modeling, the nature of latent variables and specifying the measurement model (reflective/ formative), Introduction to PLS-SEM, Model estimation: the PLS-SEM algorithm and the weighted PLS-SEM algorithm (WPLS), Assessing measurement model results and bootstrapping, Assessing structural model results and prediction-oriented assessment of PLS-SEM results, goodness of fit criteria in PLS-SEM and mediation. **Unit II: Advanced PLS-SEM** Fundamentals of PLS-SEM model evaluation and Importance performance map analysis, Higher-order constructs, Endogeneity and Gaussian copulas, Measurement model invariance assessment (MICOM) and Multigroup analysis, Moderation (interaction effects) and Nonlinear relationships (quadratic effects), Uncovering groups: Finite mixture partial least squares, Prediction-oriented segmentation.	15 hours 15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Hair, J.F., Hult, G.T.M., Ringle, C. M., Sarstedt, M.; A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM); Sage; 2022 or latest edition. 2. Hair, J. F., Sarstedt, M., Ringle, C. M., &Gudergan, S. P; Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM); Sage; 2018 or latest edition. 3. Rick H. Hoyle; Handbook of Structural Equation Modeling; Guilford Publications; 2018 or latest edition. 4. Rex B. Kline; Principles and Practice of Structural Equation Modeling; Guilford Publications; 2018 or latest edition. 5. Niels Blunch; Introduction to Structural Equation Modeling Using IBM SPSS Statistics and Amos; SAGE Publications; 2013 or latest edition.	
Course Outcomes:	At the end of the course, the participants will be able to: • Analyze data using appropriate PLS-SEM methods for business decisions. • Draw inferences from structural model for business decisions.	

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