

## HTM6014 Structural Equation Modeling

<b>Subject Name</b>	Structural Equation Modeling
<b>Subject Code</b>	HTM6014
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	i) HTM6006 Quantitative Research Methods for Hospitality and Tourism Management; <u>or</u> ii) HTM5801 Statistics for Research in Hospitality & Tourism Management; <u>or</u> iii) Quantitative Method at MSc Level

### Subject Description

The overall objective is to enable students to design and complete research using confirmatory factor analysis (CFA) and structural equation modeling (SEM). LISREL and AMOS are used to run CFA and SEM.

### Subject Outcomes

1. Understand underlying theories behind SEM;
2. Design research model associated with SEM;
3. Run SEM using LISREL and AMOS.

### Assessment Weighting

Continuous Assessment 100%

### Key topics to be addresses in this subject (Subject to regular update)

1. Class Overview, Introduction to CFA and SEM
2. LISREL
3. SIMPLIS
4. AMOS
5. Modification Indices, Statistical Identification, Goodness-of-Fit Indices
6. Construct Validity & Reliability
7. Mediating Effect, Moderating Effect (Group Comparison Analysis)
8. Competing Model/Nested Model
9. Scale Development Procedures