

Academic Year/course: 2021/22

61760 - Modeling methods

Syllabus Information

Academic Year: 2021/22**Subject:** 61760 - Modeling methods**Faculty / School:** 109 - Facultad de Economía y Empresa**Degree:** 555 - Master's in Management, Strategy and Marketing**ECTS:** 3.0**Year:** 1**Semester:** Second semester**Subject Type:** Optional**Module:**

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

For this subject, a teaching methodology has been defined in which master classes are combined with practical classes and tutorials. The objective of the master classes, taught by the teaching staff of the subject, is to define and understand data processing and the different methodologies used in academic research. These classes, however, promote the active participation of the students through debates or comments. In the practical classes the student will be able to use different statistical programs that will allow him a better understanding of the research methodologies. In addition, the student will be able to attend tutorials for the resolution of doubts.

In summary, the learning process is based on the combination of participatory master classes, discussion and reflection of texts and readings, the use of own computer tools for scientific research, as well as the use of tutorials by the student.

4.2. Learning tasks

The program offered to the student to help him achieve the expected results includes the following activities:

TRAINING ACTIVITY	HOURS	ATTENDANCE
Face-to-face class and content discussion	20	100
Completion of academic readings and practical applications	5	100
Presentation and defense of completed work	5	100
Autonomous work of the student (reading and comprehension, preparation of presentations, preparation of research work).	45	0

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place

semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

The course will address the following topics:

Topic 1. Definition and formulation of Conceptual Models

Topic 2. Analysis of the information

Topic 3. Structural Equations Models (SEM)

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (<https://econz.unizar.es>).

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61760&year=2021