



Literature for FEKH39, Business Administration: Degree Project in Business and Data Analytics applies from autumn semester 2021

**Literature established by The Board of the Department of Business
Administration on 2020-11-23 to apply from 2020-11-23**

James, G. Witten, D. Hastie, T. and Tibshirani, R. 2013. An Introduction to Statistical Learning. Springer-Verlag New York

Bryman, A. and Bell, E. 2015, Business research methods, Oxford University Press.

Artiklar