



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

**Literature established by Academic Director of Studies at Department of
Business Administration on 2021-06-01 to apply from 2021-06-01**

Hair, J. F., Black, William C., Babin, Barry J. & Anderson, Rolph E.([2019]). *Multivariate data analysis*. (Eighth Edition). Andover: Cengage.

ISBN: 9781473756540

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

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