



**Literature for FEKH30, Business Administration: Bachelor
Course in Business and Data Analytics applies from autumn
semester 2022**

**Literature established by Academic Director of Studies at Department of
Business Administration on 2022-05-01 to apply from 2022-05-01**

Grant, R. E. senaste upplagan, Contemporary strategy analysis

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

ISBN: 9781473756540

Selection of articles

Management Decision-Making, Big Data and Analytics Simone Gressel, David J. Pauleen, Nazim Taskin 2020