



## **Literature for FEKH31, Business Administration: Bachelor Course in Business and Data Analytics applies from autumn semester 2023**

**Literature established by Academic Director of Studies at Department of Business Administration on 2023-05-01 to apply from 2023-05-01**

---

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

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.

Selection of articles