



**Literature for FEKH38, Business Administration: Degree
Project 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**

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

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

Artiklar