

Magisterprogram i dataanalys och ekonomi
Kurslitteratur – HT2023/VT2024

MSc in Data Analytics and Business Economics
Literature, autumn term 2023/spring term 2024

DABN11 Programming in R

- Grolemund, Garrett (2014): *Hands-on Programming with R*, O'Reilly, available online for free at: <https://rstudio-education.github.io/hopr/>
- Grolemund, Garrett and Hadley Wickham (2017): *R for Data Science*, available online for free at: <https://r4ds.had.co.nz/index.html>

Supplementary material

DABN13 Machine Learning from a Regression Perspective

- Lindholm, A., Wahlström, N., Lindsten, F., & Schön, T. B. (2022). *Machine Learning: A First Course for Engineers and Scientists*. Cambridge University Press.
- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2021). *An introduction to statistical learning*. Second edition. New York: Springer.

Supplementary material

DABN14 Advanced Machine Learning

- Lindholm, A., Wahlström, N., Lindsten, F., & Schön, T. B. (2022): *Machine Learning: A First Course for Engineers and Scientists*. Cambridge University Press.
- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2021). *An introduction to statistical learning*. Second edition. New York: Springer.

Supplementary material

DABN17 Analytics-based Strategic Management

- Besanko, David, David Dranove, Mark Shanley, Scott Schaefer (2017): *Economics of Strategy*, seventh edition, John Wiley & Sons Inc

Supplementary material

DABN18 Legal aspects of Data Analytics

- A selection of statutory (legal) texts, and scholarly articles

DABN19 Data Visualisation

- Healy, K. J. (2018): *Data visualization: a practical introduction*, Princeton University Press. Also available from <https://socviz.co/>. ISBN: 978-0-691-18162-2
- Wickham, H. (2016): *ggplot2: Elegant Graphics for Data Analysis*, 2nd ed. Springer. Also available from <https://ggplot2-book.org/>. ISBN: 978-3-319-24275-0

Supplementary material

DABN20 Working with Databases

- A set of articles