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Abstract

This book introduces the world of mathematics for Economics and Business Administration, explicitly designed for students in their first year of university. Through this book, students will discover how mathematical concepts and techniques can be effectively applied to analyze and understand business's managerial and financial aspects. The readers will become familiar with the basic principles of mathematics applied to business administration and finance. They will gain knowledge about mathematical methods used for data analysis and interpretation, forecasting, decision-making, and business modeling. In addition, the book provides rich examples, exercises, and practical examples

that are solved using the R programming language. This allows readers to apply their knowledge to real-world problems and develop practical skills in using R for data analysis and solving problems. In summary, this book is a complete and readable resource for students entering the world of business administration and finance. Through the combined approach of mathematics and data analysis with R, the book enables readers to develop the theoretical and practical skills necessary to understand and use mathematics in business administration and financial settings. It is a book that will serve as a reliable guide for students to succeed in this exciting and growing field of study.

