

Introduction to International Business

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We're delighted you're thinking about studying at Brunel University London.

Our lecturers in the Brunel Business School have put together the following information to help you prepare for your course. This will give you a snapshot of the materials and reading list you'll be using. You'll get a full breakdown of information before you enrol.

On our website you can also [find out more about your modules](#) and [chat to a current student](#).

If you have any more questions, [please get in touch](#).

We look forward to welcoming you to Brunel.

Sample lecture/coursework questions Reading list

1. Carefully explain the concept of Economies of Scale and Minimum Efficient Scale (MES).
 2. Why are Economies of Scale so important to the development of International Business?
 3. Compare and contrast the (neo) mercantilist theory of trade with the absolute and comparative advantage theories. What are the implications for governments derived from these two groupings of trade theory?
 4. Explain what you think the role is of Multinational Corporations in the world of international business.
 5. Explain how trade barriers affect a firm's strategy. Use examples to illustrate your case.
 6. What are the implications of cultural differences for international businesses?
- Hill, C. W. L. & Hult, G. T. M. 2017. International business: competing in the global marketplace, New York, NY, McGraw-Hill Education (11th ed).
 - Daniels, J. D., Radebaugh, L. H. & Sullivan, D. P. 2015. International business: Environments and operations, Boston, Pearson.



Indicative content

Study Themes	Reading
Introduction to the Global Economy	Chapter 1, Hill & Hult, 2017
National Differences in Political, Economic, and Legal systems	Chapter 2, Hill & Hult, 2017
National Differences in Economic Development	Chapter 3, Hill & Hult, 2017
Cultural Differences	Chapter 4, Hill & Hult, 2017
Ethics and Corporate Social Responsibility	Chapter 5, Hill & Hult, 2017
International Trade Theory	Chapter 6, Hill & Hult, 2017
International Trade Policy	Chapter 7, Hill & Hult, 2017
Foreign Direct Investment	Chapter 8, Hill & Hult, 2017
Regional Economic Integration	Chapter 9, Hill & Hult, 2017
Entry Strategy and Strategic Alliances	Chapter 15, Hill & Hult, 2017
Exporting, Importing and Countertrade	Chapter 16, Hill & Hult, 2017
Global Production and Supply Chain Management	Chapter 17, Hill & Hult, 2017
Global Marketing	Chapter 18, Hill & Hult, 2017
Break-even analysis	Chapter 6, Wood & Sangster, 2019
Capital appraisal of projects	Chapter 7, Wood & Sangster, 2019

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