

# Welcome to Brunel Business School

A dark blue circular logo with the text "Discover Brunel" in white, bold, sans-serif font.

Discover  
Brunel

## Congratulations on securing your place at Brunel

We're looking forward to meeting you - either in person or online - and introducing you to life at Brunel.

To help us get started, we've put together a short activity and some further information to help you prepare for your course - including a snapshot of the topics you'll cover and useful resources.

If you have any questions please email [morwenna.carr@brunel.ac.uk](mailto:morwenna.carr@brunel.ac.uk)

## Pre-arrival activity

We'd like you to complete a short activity before you join us. We can discuss your answers in one of your first personal tutor sessions. Your work will not be officially assessed however it will allow your tutor to get to know you better.

**Please read the article '[3 Strategic Recovery Priorities for Management Accountants](#)' by Nick Jackon, *Financial Management*. Answer the following questions.**

1. What are the ways in which Jackson suggests that accountants can contribute to companies' resilience during and after the Covid-19 pandemic?
2. The article suggests that 'businesses are increasingly looking to invest in finance technology that gives them visibility of their productivity and supply chain challenge'.
  - a) What do you think this financial technology might look like?
  - b) How might the financial technology you imagined above change the way a business operates?
3. In a post-Covid-19 world, accounting may be less about numbers and more about technology and relationships. Think back to when you chose to study a business course before the pandemic began - how do you think the role of an accountant might be different now to how you imagined it to look then? What additional skills might you need to demonstrate when you enter the post-Covid-19 workplace?

## Sample lecture and reading list

Here are some sample questions you may be covering in your lectures and reading list, depending on what Business programme you are taking.

### Entrepreneurship and Innovation

1. Help Aisha, the owner of a start-up firm named 'Caricips', to solve the following problem:

I wanted to start my business by selling my drinks at my local market. This was to raise brand awareness and also to do market research and get feedback on the products. I needed £1,750 to purchase a gazebo, tables, trademark, bottles, ingredients and equipment. I had recently started a new job and didn't have this kind of money to spend. I needed to raise this amount within a month as I planned to do the market in two months.

If you were in this situation, what avenues would you explore to raise money for your brand?

- Burns, P. (2016) Entrepreneurship and Small Business. Palgrave.
- Carter, S. and Jones-Evans, D. (2012) Enterprise and Small Business: Principles, Practice and Policy. 3rd edn. Essex: Pearson Education Ltd
- Blundel, R. and Lockett, N. (2011) Exploring Entrepreneurship: Practices and Perspectives. Oxford University Press.

### Human Resource Management

1. What is human resource management?
2. What are the required skills and competencies of an effective HR professional?
  - Leatherbarrow, C., & Fletcher, J. (2018). Introduction to Human Resource Management: A Guide to HR in Practice. London: Kogan Page Publishers.

### International Business

1. Why are Economies of Scale so important to the development of International Business?
2. Explain what you think the role is of Multinational Corporations in the world of international business.
  - 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.

## Management Enquiry

1. Select a company and discuss three managerial challenges for the business manager (focus on an aspect of business and management).
2. Discuss the inherent challenges for organisations operating in a global business environment?
  - Lussier, R. N. (2015) Management Fundamentals: Concepts, Applications, and Skill Development, Sixth edition, SAGE Publications, Inc.
  - Cameron, S. (2008) The Business Student's Handbook: Skills for Study & Employment, fourth edition, FT Prentice Hall, Pearson Education Limited, Harlow, UK.
  - Boddy, D. (2005) Management, an Introduction, third edition, FT Prentice Hall, Pearson Education Limited, Harlow, UK.

## Marketing

1. How does the market environmental analysis inform the marketing plan?
2. What is the level of involvement, the type of buying situations, and how that affects the different stages of the customer buying decision process?
  - Jobber, D. & Ellis-Chadwick, F. (2020) Principles and Practice of Marketing. London: McGraw-Hill Education.
  - Kotler, P. and Armstrong, G. (2018). Principles of Marketing, 17th Global ed., Harlow: Pearson.

We look forward to meeting you in Welcome Week (Monday 21 – Friday 25 September).

*Brunel Business School*



Find out more about Welcome Week  
[brunel.ac.uk/welcome-week](https://brunel.ac.uk/welcome-week)

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