

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

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.

Explore Brunel at our open days.
Book online
brunel.ac.uk/opensdays

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