The University of Nottingham Ningbo China
Annual Quality Report 2016-2017
This report represents an operational review of The University of Nottingham Ningbo China (UNNC) in the Year of 2016-17. The data provided in this report is chiefly collected from the academic year while the research is based on the calendar year as per the benchmarking tool’s calculation rule.

Figures presented in this report have not been audited and are not intended to present financial results. For more information, please contact the UNNC Strategic Planning Team at spt@nottingham.edu.cn.

<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Statement</td>
<td>04</td>
</tr>
<tr>
<td>Provost’s Statement</td>
<td>06</td>
</tr>
<tr>
<td>2016-2017 Highlights</td>
<td>08</td>
</tr>
<tr>
<td>Teaching and Learning</td>
<td>10</td>
</tr>
<tr>
<td>Student Performance and Achievements</td>
<td>24</td>
</tr>
<tr>
<td>Research</td>
<td>30</td>
</tr>
<tr>
<td>Knowledge Exchange and Innovation</td>
<td>40</td>
</tr>
<tr>
<td>People and Governance</td>
<td>52</td>
</tr>
<tr>
<td>Service and Facility Upgrading</td>
<td>54</td>
</tr>
<tr>
<td>Alumni Community</td>
<td>58</td>
</tr>
<tr>
<td>Fundraising and Philanthropic Activities</td>
<td>60</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>63</td>
</tr>
</tbody>
</table>
2016-17 is the second year the University of Nottingham Ningbo China has been implementing its 2020 Strategy. We continued to place students at the center of what we do, improved the university’s governance mechanism, deepened knowledge exchange activities, and made steady progress in teaching, research, innovation and campus developments. In today’s multi-polar, culturally diversified and information-intensive world, higher education faces ever more challenges and uncertainties. This requires us to better understand the essence of education and put value on people, in order to achieve the goal of building a first-class university and first-class disciplines.

What is a first-class university? I think a first-class university should have first-class students and staff. Upon graduation, students should feel that their lives have been transformed throughout the university experience. Academic staff should put teaching at the center while delivering curiosity-driven research in a relaxing environment. Our staff and students have benefited from the liberal education philosophy that has been put into practice at UNNC. “Bo” refers to broadness, we need to let students learn both arts and sciences; “Ya” refers to cultivation, we need to nurture the good qualities in students. “Human beings first, and professionals second.” The core of liberal education is to enable students to answer the question “what does it mean to be human?”, through developing both their intelligence and their ability to think and understand. We expect our students not only to excel in academic performance, but also to possess all-round knowledge and noble moral qualities so that they can become leaders in all walks of life. We regard faculty and staff members as the core asset for the development of the university. We respect and trust our staff and support them in their continuous development. Our staff communicate with students as equals and inspire these young people to think actively and find the fire in their hearts. We provide a platform for students to enrich their international perspectives and overseas experience through a variety of exchange and internship programs. We encourage our students to find a mapping relationship among different disciplines and gradually discover themselves while exploring the world. After four years of study, our graduates understand both China and the world and are sought-after by excellent universities and employers.

The achievements of UNNC can be attributed to the support and dedication of many people. In the new era of development, we need to embrace challenges and make continuous efforts to improve the quality of the education we offer. We want UNNC to be not only the first Sino-foreign University in China, but also the best in China. The Chinese dream relies on the dream of education. I would like to work with all UNNC students and staff to welcome the new development of the university with enthusiasm and vitality in order to support realising the dream of education in China.

Professor Yang Fujia
President, The University of Nottingham Ningbo China
Provost’s statement

Students are at the heart of everything we do at UNNC. In the past year, we have delivered major improvements to the campus experience, to our facilities for living and learning and in the career prospects of our graduates. UNNC students continue to inspire with their incredible talent, creativity and zest for life. Their academic achievements are eclipsed only by their broader contributions to society through volunteering and other acts of social responsibility.

The University of Nottingham Ningbo China continues to reinforce its position as the leading Sino-foreign University in China, providing an inspiring international education, leading high-impact research, and developing future professionals, leaders and entrepreneurs with a global outlook. 2016-17 was another remarkable year for us, with record achievements in student recruitment, graduate outcomes and research performance.

Students are at the heart of everything we do at UNNC. In the past year, we have delivered major improvements to the campus experience, to our facilities for living and learning and in the career prospects of our graduates. UNNC students continue to inspire with their incredible talent, creativity and zest for life. Their academic achievements are eclipsed only by their broader contributions to society through volunteering and other acts of social responsibility.

As UNNC grows, so we broaden and strengthen our world-changing research portfolio, training a growing band of young investigators. We are also attracting excellent scholars as Li Dak Sum Chair Professors to lead an inspiring portfolio of projects in Healthcare, Energy, New Materials, Aerospace, Business, Humanities and Social Science. As our activities expand and deepen this University is playing an increasingly important and positive role in the regional economic development and internationalization, through knowledge exchange, business engagement and community outreach.

A fast-changing and dynamic world provides increasing opportunities and challenges for higher education institutions in every country. Bearing this in mind, we periodically review our objectives and activities to better unlock our potential and ensure ongoing success for the future.

Looking back, I would like to thank our students, staff, partners, government and benefactors for their strong support and joint efforts in making 2016-17 a remarkable and rewarding year. I am confident that, with the joint efforts of our stakeholders, UNNC will continue its momentum in realising our 2020 objectives, thereby creating lasting value and impact for the local community, China and the world.

Professor Chris Rudd OBE  
Provost, The University of Nottingham Ningbo China  
Pro-Vice-Chancellor, The University of Nottingham
Teaching and Learning
• A total number of 2657 new students were enrolled in September 2017, an increase of 14% from last year. Total student numbers reached 7854, including 6902 on-campus students.
• Domestic undergraduate Gaokao intake quality continued to improve in 2017, hitting a historical high with 48 marks above the Division 1 line in Arts, and 73 marks above in Sciences. According to students’ Gaokao score ranking within respective provinces, students from UNNC were on average within the top 9% across the regions of China.
• In the latest Nottingham Student Experience Survey administrated by i-Graduate, UNNC’s overall student satisfaction was 91.1%, outperforming the global group benchmark of 89.7% and the Asian average of 87.6% calculated across more than 190 universities.
• 80.6% of 2016 UG graduates who chose further study entered QS Top 100 Universities and 27.5% of the graduates were enrolled in QS Top 10 Universities. 73% of the graduates who directly went into work were employed by Fortune 500 or other well-known organisations.
• The first two-year postgraduate programme MSc Professional Accounting was launched in collaboration with the world’s fifth largest accounting firm BDO.
• In support of the regional aerospace agenda, a new undergraduate programme, the BEng in Aerospace Engineering started enrolment in 2017.
• 3 municipal and 5 provincial teaching awards were received in 2016-17, accounting for 50% of the 17 teaching and learning awards achieved overall.

Research and Innovation
• 65% of the publications at UNNC were co-authored with institutions in other countries, 23% of the publications were among the top 10% most cited in the world, while 43% of the publications were published in the top 10% journals in the world.
• There were 114 research and knowledge exchange projects at UNNC in 2016-17, bringing in a total income of 98.3 million RMB.
• 10 high-level scholars in key disciplines have joined the university including 6 full-time professors and 4 visiting professors.
• Professor Alain Chong was honoured by Elsevier as one of the Most Cited Chinese Researchers in the field of Business and Management for a second consecutive year.
• Professor Cong Cao was awarded the 2017 Zhejiang Province ‘Thousand Talents’ prize. His paper “Challenges of S&T System Reform in China” was published in Science in March 2017.
• The University of Nottingham UK, UNNC and the Yuyao Industrial Park agreed to jointly establish the Nottingham-Yuyao International Research Institute to conduct innovative, world-class research on electrification.

Internationalisation
• UNNC achieved the prestigious award of “Educational Institutional Partnership of the Year” at the 2016 British Business Awards in Shanghai, overcoming fierce competition from other universities.
• According to the ‘2016 Zhejiang Higher Education Internationalization Annual Report’, UNNC came top on 3 indices among all universities in the province: the ratio of international students, the ratio of foreign academic staff and the ratio of academic staff who have more than 3 months of overseas visiting scholar experience.
• The University of Nottingham has won the award for International Strategy of the Year in the Times Higher Education Leadership & Management Awards 2017, recognising the further growth and development in the University of Nottingham Ningbo China and the University of Nottingham Malaysia Campus.

Fundraising
• In 2016-2017, the Li Dak Sum Foundation donated 60 million RMB to UNNC to set up the Li Dak Sum Chair Professorship scheme, build a new library and create more scholarships at UNNC.
Teaching and learning

In September 2017, UNNC welcomed its 14th intake of students, totalling 2652, an increase of 14% over the previous year. Endeavouring to build a more international and dynamic student body, UNNC has made great efforts to increase enrolments of international students and PG students.

- 418 international students registered in September 2017, accounting for 15.8% of new students.
- 489 PG students registered in September 2017, accounting for 18.4% of new students.

The new enrolment brings the total number of students to 7854, of whom 6902 students are studying on-campus. Others are on study exchange or completing the 2+2 programme at the UK campus.

- 751 international students were studying for a degree on campus. They account for 10.9% of the on-campus population, while the average proportion of international students on degree programmes in top Chinese universities (985 scheme) is 3.1%.
- 778 postgraduate students were studying on campus, accounting for 11.2% of the on-campus population.

### 1.1 Student Intake

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic students</td>
<td>6230</td>
<td>6902</td>
</tr>
<tr>
<td>International</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>418</td>
<td>489</td>
</tr>
<tr>
<td>PG students</td>
<td>2163</td>
<td>2234</td>
</tr>
<tr>
<td>UG students</td>
<td>7210</td>
<td>7854</td>
</tr>
</tbody>
</table>

9% Student number increase

2652 new students
The quality of students has risen alongside the growth in student number. In 2017, domestic undergraduate Gaokao intake quality hit a record high with students registering an average 48 marks above Division 1 line in Arts, and 73 marks above in Sciences, an increase from +40 in Arts and +60 in Sciences in 2016.

According to the ‘2017 Scopus University Ranking’ on Gaokao scores, UNNC was ranked in 94th place among the 2879 higher education institutions in China. UNNC on average recruited from the top 6.2% of the Gaokao students in 2017 among different provinces and regions in China.

Our postgraduate programmes continue to attract excellent graduates from universities in China and abroad. In 2017, 20% of the new PGT students were international students, 31.7% of entering Chinese PGT students had graduated from 985 and 211 universities and other division Line 1 universities, while 8.1% of new Chinese PGT students had graduated from overseas universities. In 2016-2017, the enrolment-to-application ratio for PhD candidates was 37.5%. Among all registered PGR students, 37% had graduated from 985/211 universities or highly-reputable international universities.
UNNC not only strives to expand the size of its international community, but also to promote the international mobility of students by leveraging the University of Nottingham’s global resources and building partnerships with excellent institutions worldwide. In the 2016-17 academic year, UNNC received 172 exchange students. The top places of origin of the international exchange students were the United Kingdom, Malaysia, Indonesia, Taiwan, Hong Kong, Korea and Russia. Among them, 22% were from the University of Nottingham UK, 28% from the University of Nottingham Malaysia Campus and the remaining 50% from our global partner universities.

Meanwhile, 592 UG students participated in exchange or study-abroad programmes overseas during their third year of degree study. Among these, 463 students studied at the University of Nottingham UK Campus, 27 at the Nottingham University Malaysia Campus and 112 at our partner universities.

In 2016-17, UNNC established 24 new international partnerships in Europe, Asia, Africa and America. UNNC now offers mobility opportunities for students to study at 82 universities in 30 countries and regions worldwide.

In 2017, the Centre for English Language Education (CELE) introduced an International Teaching Scholar Programme with arrival of five top-performing graduates, mainly from the United States. They provide academic advice, coaching and support to preliminary year students, while helping to increase integration and engagement with students and the wider community. They are also enrolled in Mandarin classes at the UNNC Confucius Institute. Positive and constructive feedback has been received on this programme and more opportunities will be explored to involve international scholars in teaching enhancement and community engagement projects.

In 2016-17, UNNC has always put students at the heart of its endeavours and striven to enhance the student campus experience. We especially value student feedback and in the latest iGraduate Nottingham Student Experience Survey report, released in spring 2017, overall student satisfaction rate at UNNC was 91.1%, outperforming the global benchmark rate of 89.7% and Asian average of 87.6% among more than 190 institutions around the world participating in this survey.

Student Evaluation of Teaching is an important mechanism at the University of Nottingham to gain feedback from students on the teaching of different modules. Based on the comparison of the student evaluation of teaching scores across three Nottingham campuses in the past three years, UNNC students are on average the most satisfied with the delivery of the teaching.

### 1.2 Student Mobility

<table>
<thead>
<tr>
<th>Outgoing Students by Duration 2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Year</td>
</tr>
<tr>
<td>39%</td>
</tr>
</tbody>
</table>

### 82 International Partnerships

- North America: 21%
- South America: 1%
- Africa: 1%
- Europe: 43%
- Asia: 23%
- Oceania: 11%

### 2016-2017 Annual Report

- **Overall Student Satisfaction 2017**
  - UNNC: 91.10%
  - Global Benchmark Group: 89.70%
  - Asian Benchmark Group: 87.60%

### Student Evaluation of Teaching Scores 2015-17

- **2015**
  - China: 18
  - Malaysia: 19
  - UK: 20
- **2016**
  - China: 21
  - Malaysia: 22
  - UK: 23
- **2017**
  - China: 22
  - Malaysia: 23
  - UK: 24
Currently UNNC offers 31 undergraduate courses and 20 postgraduate courses across the three faculties. In line with the teaching quality assurance system of the University of Nottingham, all courses are taught in English and aim to equip students with a deep understanding of a specific subject as well as abilities and skills relevant to their future careers.

- Leveraging Nottingham’s global advantages, and in support of the regional plan of developing the finance industry in Yinzhou district, in September 2017 UNNC launched its first 2-year professional master programme, the MSc in Professional Accounting. The Programme combines academic knowledge, industrial practices and professional qualifications to prepare graduates to enter a professional career in accounting.

Key features of the programme include:
- 9-week internships with BDO, the 5th biggest accounting firm in the world, provide a real-world grounding in best practice in the field. Final projects will be co-supervised by BDO professionals.
- Exemptions for 7 out of the total 15 examinations required by the ICAEW (The Institute of Chartered Accountants in England and Wales). For UNNC graduates from the BSc in Finance, Accounting and Management, a total of 12 exams will be waived for ICAEW certification.
- A Bachelors programme in Aerospace Engineering started enrolment in 2017 under the Faculty of Science and Engineering. This programme is an initiative to support Zhejiang Province’s new priority development in aerospace as well as the development of Ningbo as a demonstration city for “Made in China 2015”. The programme is built on the University of Nottingham’s excellent resources in teaching, research and industry collaboration, and coupled with the industrial links and advantages of the region. It will equip graduates with scientific and engineering knowledge, practical laboratory skills, team working, problem solving and other transferable skills needed to pursue careers as professional aerospace engineers, as well as a range of other career options in the aviation industry.

As part of the enriching and dynamic academic offerings at UNNC, a series of short courses and programmes were introduced in the summer of 2017 and made open to both UNNC students and external candidates.

- In 2017, a summer short semester course in Mathematics was launched for University of Nottingham students. This intensive programme provided advanced knowledge in mathematics and was particularly helpful for students interested in pursuing further study in Finance, Big data and Business Analytics after graduation.
- Three credit-bearing summer school courses were held at UNNC in the summer of 2017: ‘Understanding the Rise of China’, ‘Doing Business in China’ and ‘Mandarin for Work’. These programmes accommodated students from different universities around the world and allowed international students to gain a comprehensive understanding of China.
- The UNNC International High School Summer Programme was held in July 2017. This Programme was designed for international high school students to experience British-style teaching and acquire a basic understanding of a range of courses offered by UNNC. Students from UK, Thailand, Indonesia and Taiwan participated in the programme.
- The first summer research internship programme in cooperation with one of our exchange partners in the U.S., Texas A&M University, was held in the summer of 2017. This programme provided students with opportunities to enjoy an international experience at UNNC as well as exploring research areas related to their fields of study.
- In addition to attracting students to UNNC, we also sent more than 130 UNNC students to attend summer schools in our partner universities around the world during the summer of 2017. Among the 22 international summer school programmes, 44 tuition-free places were offered to our students studying at partner universities.
A multicultural community is one of the key features of the enriching teaching and learning environment at UNNC. According to the ‘2016 Zhejiang Higher Education Internationalization Annual Report’ published by the Zhejiang University Research Centre, UNNC came top in 3 indices among all universities in the province: ratio of international students, ratio of foreign academic staff and ratio of academic staff having more than 3 months of overseas visiting scholar experience.

Despite some practical challenges for UNNC to fit into the domestic assessment and benchmarking frameworks, UNNC has received an increasing level of recognition for the quality of its teaching programmes. In 2016-17, UNNC received 3 municipal and 5 provincial awards for teaching related programmes and projects, accounting for 50% of all 17 teaching and learning awards received by UNNC since its founding. According to the CUAA 2017 Chinese University Best Programmes Report, the number of star courses at UNNC has increased in almost every category. UNNC has three 6-star programmes, the highest level, five 5-star programmes, twelve 4-star programmes and three 3-star programmes.

<table>
<thead>
<tr>
<th>Year</th>
<th>6-star</th>
<th>5-star</th>
<th>4-star</th>
<th>3-star</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>3</td>
<td>5</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>2016</td>
<td>2</td>
<td>3</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

To address differences in the pace of learning among students, blended approaches were experimented with to supplement traditional face-to-face classroom teaching. In the Centre for English Language Education (CELE), flipped classroom approaches and MOOCs are used in selected modules. Classes and the teaching content are restructured, and students asked to study online resources before the class and become better prepared. The online material development team has dedicated the past two years to developing videos, exercises and projects to support this transition. The change has been welcomed by the learning community and has enhanced students’ classroom performance in engagement and collaboration. This practice is now being expanded to cover a wider range of teaching activities on campus.
UNNC’s commitment to putting students at the heart of what we do includes providing targeted services. To help underperforming students, CELE introduced a “Back on Track” Coaching Programme and developed a 35-hour tutorial provision to secure student progression. To enhance academic success in Year Two, CELE helped the Faculty of Business to develop an online 2-week bridging revision package that sought to develop students’ awareness of the skills needed for academic life. About 70% of the Faculty of Business Year One students registered within a week.

Early Module Feedback was introduced in 2017 to provide students with an official channel to give feedback on the lecturers, support and exercises in the early stages of module delivery. The surveys are completely anonymous and answers go directly to the module convenor. Convenors are asked to respond appropriately to the comments in due course followed by an evaluation of the overall approach by the Campus Teaching Committee. This initiative supplements the teaching enhancement mechanisms already in place, such as the Peer Observation College, Student Evaluation of Teaching, Students as Change Agents, Learning Community Forums and Staff Oscars.

Chinese cultural classes at UNNC have set an excellent model for moral and cultural education at Sino-foreign universities in China. In 2016-17, around 100 lectures were delivered, covering a diverse range of topics including Chinese literature, philosophy, law, sociology, politics, history, traditional culture, higher education, academic practice and career guidance. The Chinese cultural classes were included into the overall teaching assessment framework of the University. Its first assessment result in June 2017 showed the quality of the Chinese cultural classes to be very satisfactory.
Digital initiatives at UNNC include developing educational technology to generate innovative teaching approaches and enhance the learning experience of students. A new Digital Learning lead, Dr Clayton Austin, was appointed to lead the services on innovative systems development, multimedia content development and related training and support.

One of the digital learning projects, the UNNC Wonder Lab, was opened to students and staff in the autumn of 2017. This lab contains virtual reality (VR) devices, multi-touch screens and multi-screen networks to enable the delivery of teaching in an innovative and interactive way. Students can present their work in 3D on the multi-touch screens and group members can simultaneously make changes on a design. The VR technology provides an immersive learning experience for students, enabling them to analyse phenomena including explosions, atomic reactions and molecular structures in a straightforward way. Currently, the Nottingham Business School China and the School of Chemistry have both started to use this interactive space for teaching activities.

In 2016-17, the University library acquired new resources to support the growing teaching, learning and research needs at the university. The number of print and electronic books increased by 23,544 and 21,843 respectively. The usage of digital resources has seen a notable increase from last year with access numbers increased by 29% and downloads by 69% from the year before.

Moodle is the University’s virtual learning environment. With the implementation of the “Moodle Everywhere” Project across the three Nottingham campuses, all modules are required to use Moodle to support the teaching delivery. Teachers use this platform to share learning materials, engage with students and support teaching and learning activities. Alongside the increase of the number of modules on Moodle, the number of digital submissions of assignments also increased by 35%, which allowed students to receive more timely and detailed feedback from instructors. The university core network has been completely upgraded to the next generation with its backbone capacity increased by 10 times and core-to-core bandwidth up to 40 Gigabytes in the summer of 2017. This new initiative providing smart and high-capacity network infrastructure has enabled extensive usage of video and audio stream on an increasingly large scale, serving both mobile users and computing needs. It also promotes easier and faster access to international academic resources for all staff and students via IPv6 Technologies. This new core network has become the solid foundation supporting research projects and activities based on Big Data and Internet of Things (IoT).
In the 2016-17 STEM (science, technology, engineering, and mathematics) assessment at the University of Nottingham UK, students from the UNNC 2+2 programmes generally outperformed their peers in the UK.

In 2017, 1382 UG students graduated from UNNC. More than 1000 had achieved a first class or upper second class degree while 95.4% achieved degrees in the first or second class.

### 2.1 Academic performance

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Year Average Marks</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNNC 2+2 students</td>
<td>Other UNUK students</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>67.1</td>
<td>50.9</td>
</tr>
<tr>
<td>Electrical and Electronic Engineering</td>
<td>77.9</td>
<td>67.1</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>67.1</td>
<td>56.5</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>67.8</td>
<td>60.7</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>71.7</td>
<td>65.7</td>
</tr>
<tr>
<td>Computer Science</td>
<td>69.6</td>
<td>63.7</td>
</tr>
<tr>
<td>Product Design and Manufacture</td>
<td>65.7</td>
<td>62.2</td>
</tr>
<tr>
<td>Mathematics with Applied Mathematics</td>
<td>65.7</td>
<td>63.9</td>
</tr>
</tbody>
</table>

In 2016-17, the average marks by course are as follows:

- **Software Engineering**: 67.1 vs. 50.9, difference: 16.2
- **Electrical and Electronic Engineering**: 77.9 vs. 67.1, difference: 10.8
- **Civil Engineering**: 67.1 vs. 56.5, difference: 10.6
- **Chemical Engineering**: 67.8 vs. 60.7, difference: 7.1
- **Mechanical Engineering**: 71.7 vs. 65.7, difference: 6.0
- **Computer Science**: 69.6 vs. 63.7, difference: 5.9
- **Product Design and Manufacture**: 65.7 vs. 62.2, difference: 3.5
- **Mathematics with Applied Mathematics**: 65.7 vs. 63.9, difference: 1.8

<table>
<thead>
<tr>
<th>Degree categories</th>
<th>Percentage of graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>First class degree</td>
<td>21.6%</td>
</tr>
<tr>
<td>Upper second class degree</td>
<td>51.7%</td>
</tr>
<tr>
<td>Lower second class degree</td>
<td>22.1%</td>
</tr>
</tbody>
</table>
UNNC provides many opportunities for students to engage with the real world, to intern with local industries and businesses, to forge valuable study and working relationships, to gain entrepreneurship skills, and to build their confidence. According to surveys of our final year UG and PGT students in 2016-17, 94% of our students had undertaken work experience during their university study. We prepare students for a career early in their study stages. In 2016-17, career lectures were embedded into Chinese Culture courses and 98.5% of preliminary year and second year students have participated in career sessions.

To provide a teaching and learning platform for students to have better career paths, Nottingham Student Advantage Awards mechanism has operated across the three Nottingham campuses, offering credit-bearing modules for enhancing students’ employability skills. In the 2016-17 academic year, the number of students obtaining credits by participating in these NAA modules increased by 36% over the previous year.

UNNC graduates are also achieving more in terms of further study and employment. In 2016-17, 83% of UG graduates chose further study. Compared with 2015/16, the QS ranking of further study destinations for our graduates kept rising in all categories. More than 80% of those who chose to further study were admitted by QS Top 100 Universities, with more than a quarter of these entering the world Top 10 most prestigious universities.

Of the graduates who went directly to the job market, more than three quarters were employed by well-known enterprises and organizations. In 2017, Ningbo was the preferred city in which to work for UNNC masters graduates: 47.62% of the graduates chose to work in Ningbo, followed by other cities in Zhejiang, and then Shanghai, Beijing and Jiangsu. The average starting monthly salary for UNNC PGT graduates before tax and with bonus included was 9510 RMB in 2017, which is above the average starting monthly salary of master graduates in China (6791 RMB) and in first tier cities (7612 RMB).

Graduate Destinations

UNNC graduates are also achieving more in terms of further study and employment. In 2016-17, 83% of UG graduates chose further study.

Compared with 2015/16, the QS ranking of further study destinations for our graduates kept rising in all categories. More than 80% of those who chose to further study were admitted by QS Top 100 Universities, with more than a quarter of these entering the world Top 10 most prestigious universities.

Benchmarking average starting monthly salary of PGT graduates (RMB) in 2017

UNNC PGT graduates

PGT graduates in first tier cities in China

PGT graduates in China
UNNC students not only strive for academic excellence, but also have been engaging with the broader community. In the past year, UNNC students have had a strong presence in both national and international arenas.

- UNNC International Communications first year student Hangmei Yu won First Prize among more than 1000 contestants in the 2017 National Foreign Language Teaching and Research Press (FLTRP) Cup English Speaking Contest.

- Ying Zhao, a preliminary-year undergraduate student at UNNC, won Second Prize in the 2017 FLTRP Cup English Public Speaking Contest hosted by the Foreign Language Teaching and Research Press. Founded in 2002, this competition is the largest-scale and highest-level English speaking contest in China.

- UNNC second-year undergraduate student Zhifei Li won the first prize in the 7th Taiwan Strait Interpretation Contest for the East China region. He will attend the Mainland Final competition in December 2017.

- UNNC PhD student, Linjun Xie received the 2017 “Green Talents” award from the German Federal Ministry of Education and Research. Linjun, with her research on “Smart Eco-cities for a Green Economy”, was one of 25 awardees selected from 602 applicants in 92 counties. She will return to Germany in 2018 for a three-month research placement at an institution of her choice.

- Undergraduate Product Design and Manufacturing student, Jiani Zeng received offers from world leading design schools including MIT, Harvard University, Rhodes Island School of Design, Art Center College of Design, the Pratt Institute, SAIC and Northwestern University. During the past three years, Zeng has won nine international awards in top product design competitions under the guidance of her UNNC supervisor Dr. Yi Teng Shih. Each year, students in the School of Product Design and Manufacturing participate in high-level international competitions. Academic staff in the school provide guidance and supervision, helping the students to polish their ideas and designs. In the academic year 2016-17, seven internationally renowned awards were won by students in the School.

The UNNC Squash team won 3rd place in the First National University Squash Championships 2017, hosted by the Federation of University Sports of China. UNNC student SUN Puqi won third place in the Zhejiang Province University Taekwondo Competition in 2017. UNNC also took first place in the 2017 Nottingham Tri-Campus Games. In its ninth year, the Tri-Campus Games 2017 welcomed 180 students from all three of University of Nottingham campuses, offering a genuine opportunity for sporting and international exchange in the friendly spirit of competition.

---

**2.4 Awards and Prizes**

<table>
<thead>
<tr>
<th>Competition</th>
<th>Award-winning Design</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>A' Design Award</td>
<td>Dual Zero Waste (Gold Prize)</td>
<td>2017</td>
</tr>
<tr>
<td>A' Design Award</td>
<td>Tag Tag Mark Disposable cups (Gold Prize)</td>
<td>2017</td>
</tr>
<tr>
<td>A' Design Award</td>
<td>Shampoo Bottle (Bronze Prize)</td>
<td>2017</td>
</tr>
<tr>
<td>A' Design Award</td>
<td>Coffee Cup</td>
<td>2017</td>
</tr>
<tr>
<td>European Product Design Award</td>
<td>Daily1936-pill box integrating drink bottle design</td>
<td>2017</td>
</tr>
<tr>
<td>European Product Design Award</td>
<td>CURE</td>
<td>2017</td>
</tr>
<tr>
<td>International Design Award</td>
<td>iTavel (Bronze Prize)</td>
<td>2016</td>
</tr>
</tbody>
</table>

Before coming to UNNC, I knew nothing about industrial design. Top universities such as Harvard and MIT were not approachable for me at all. I especially appreciate Dr. Yi Teng Shih, who guided and helped me in design. His philosophy that ‘a good design uses the simplest approach’ strongly influenced my thinking.

–Jiani Zeng
In 2016-17, UNNC further enhanced research and knowledge exchange capability and impact. There were in total 114 research and knowledge exchange projects with the total income reached 98.31 million RMB.

Research output at UNNC has steadily improved in both quality and quantity over the past several years. According to data retrieved in January 2018 from the SciVal database, 247 publications from UNNC were captured for 2017. Whole year data will be available by June 2018. Based on the data capture cycle and historical trends, 255 journal papers are projected for 2017.

The quality of publications at UNNC is among the highest in China. Based on data from SciVal, 30.8% of publications from UNNC in 2017 were in the top 10% of the most cited publications in the world, roughly in line with the average percentile of 29% of the C9 League universities in China. Meanwhile, 41% of UNNC publications in 2017 were published in the top 10% of journals in the world, compared with an average 40% at the C9 League universities in China.

### 3.1 RKE income

<table>
<thead>
<tr>
<th>Degree categories</th>
<th>Percentage</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>5</td>
<td>1,990,000</td>
</tr>
<tr>
<td>Municipal</td>
<td>32</td>
<td>2,310,000</td>
</tr>
<tr>
<td>Provincial</td>
<td>6</td>
<td>1,700,000</td>
</tr>
<tr>
<td>National</td>
<td>12</td>
<td>3,490,000</td>
</tr>
<tr>
<td>Commissioned projects</td>
<td>20</td>
<td>71,720,000</td>
</tr>
<tr>
<td>CPD projects</td>
<td>39</td>
<td>17,100,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>114</strong></td>
<td><strong>98,310,000</strong></td>
</tr>
</tbody>
</table>

---

C9 League refer to 9 of the top universities in China including Peking University, Tsinghua University, Shanghai Jiaotong University, Zhejiang University, Xi’an Jiaotong University, Harbin Institute of Technology, Fudan University, University of Science and Technology of China and Nanjing University.
The Field-Weighted Citation Impact factor showed that research quality at UNNC is among the highest in China and better than the leading Chinese universities. By 31st Jan 2018, UNNC’s Field-Weighted Citation Impact for 2017 is 1.44, compared with a Field-Weighted Citation Impact of 1.17 for the C9 League top universities in China and an average of 0.95 in China. The historical trend of the Field-Weighted Citation Impact of UNNC has also seen a steady increase.

In 2017, 62.5% of the publications in UNNC were co-authored with scholars in other countries, which is significantly higher than the China average of 19.3%. According to the SciVal database, UNNC collaborated with 310 institutions around world and produced 547 co-authored research publications in the past four years.

Material Science

Material science is an emerging but fast-developing area in UNNC based on the research strengths and resources of the University of Nottingham UK and the industrial network and economic drivers in Zhejiang province and China. Material science in UNNC has seen remarkable developments over the past several years in terms of research output and impact. The ongoing success of the university depends strongly on investment in people. In 2017, the materials science team introduced two high-level scholars to strengthen and lead development of this discipline at UNNC.

### Material Science

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarly output</td>
<td>6</td>
<td>4</td>
<td>7</td>
<td>16</td>
<td>41*</td>
</tr>
<tr>
<td>% of publications in top 10% most cited</td>
<td>12.5%</td>
<td>25%</td>
<td>14.3%</td>
<td>6.3%</td>
<td>41.5%*</td>
</tr>
<tr>
<td>Field-Weighted Citation Impact</td>
<td>0.8</td>
<td>0.72</td>
<td>2.14</td>
<td>1.26</td>
<td>1.55*</td>
</tr>
</tbody>
</table>

### Research Output in Top 10% Citation Percentiles

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UNNC</td>
<td>0%</td>
<td>0.5%</td>
<td>1%</td>
<td>1.5%</td>
<td>2%</td>
<td>2016-17</td>
</tr>
<tr>
<td>C9 League</td>
<td>0%</td>
<td>0.5%</td>
<td>1%</td>
<td>1.5%</td>
<td>2%</td>
<td>2016-17</td>
</tr>
<tr>
<td>UoN UK</td>
<td>0%</td>
<td>0.5%</td>
<td>1%</td>
<td>1.5%</td>
<td>2%</td>
<td>2016-17</td>
</tr>
<tr>
<td>China Average</td>
<td>0%</td>
<td>0.5%</td>
<td>1%</td>
<td>1.5%</td>
<td>2%</td>
<td>2016-17</td>
</tr>
</tbody>
</table>

### Three-year moving average for Field-Weighted Citation Impact - Material Science

- **UNNC**: 1.63
- **C9 League**: 1.37
- **UoN UK**: 1.33
- **China Average**: 1.43

### Research Output in Top 10% Citation Percentiles Material Science

- **2010-12**: 0%
- **2011-13**: 0.5%
- **2012-14**: 1%
- **2013-15**: 1.5%
- **2014-16**: 2%
- **2015-17**: 2016-17

- **UNNC**: 41.50%
- **C9 League**: 14.30%
- **UoN UK**: 6.30%
- **China Average**: 12.50%
Professor Ping Cui, who completed her PhD under the supervision of world-renowned physicist Professor T. S. Ke, was the founding director of the Ningbo Institute of Materials Technology and Engineering, overseen by the Chinese Academy of Sciences. She has engaged in researching internal friction and solid defects, nanomaterials, organic/inorganic nanocomposites and engineering. Professor Cui has been the Principal Investigator for many projects funded by the National 863 Program, the Research Priorities Scheme of the Chinese Academy of Sciences, the National Natural Science Foundation of China, and local government and industry. She has published more than 100 articles in the Journal of the American Chemical Society (JACS), the Physical Review B journal (PRB) and other internationally renowned journals, edited five academic works, and been granted more than 50 patents. As an influential expert in the field, Dr Cui serves as a key member of several professional societies, including the National Advisory Committee on New Materials Industry, Committee of Science and Innovation, Sino-Russian Friendship Committee of Peace and Development, the 4th Academic Degree Evaluation Committee. She was also the Vice Chair of the Committee for Materials Science and Photoelectric Technology in the Chinese Academy of Sciences and Executive Director of the China Micron Nanotechnology Society. Professor Xiaosu Yi, was a full Professor of Polymer Materials and Composites at Zhejiang University, from 1988 to 1998. After undergraduate and postgraduate degrees in Mechanical Engineering at Nanjing University of Aeronautics & Astronautics (NUAA), he was selected by the Chinese Ministry of Education as a DAAD (Deutscher Akademischer Austauschdienst, German Academic Exchange Service) Scholarship student to study at the University of Paderborn, Germany from 1980 to 1986. He obtained both the Diplom-Ingenieur (Dipl.-Ing.) 1983 and Doktor-Ingenieur (Dr.-Ing.) degree 1986 in Materials Engineering, and returned to China to join Zhejiang University. He recently became the director of the National Engineering Laboratory of Carbon-fibre Reinforced Structural Composites and Beijing Engineering Laboratory of Green Composites. He is also a Fellow (Senior Chief Scientist) of the Aviation Industry of China (AVIC) in composite materials and technology and serves as director of the Science and Technology Committee. Since 2000, he has been Chairman of the SAMPE Beijing Chapter and SAMPE China Mainland Region and was also the Chair of the 5th World Congress of Adhesion and Related Phenomena (WCARP) in 2006. He is an executive council member of the International Conference of Composite Materials (ICCM) and the Asia-Pacific Conference of Composite Materials (ACCM), vice Chairman of Materials Engineering Committee of the Chinese Aviation Society and a senior member of the Materials Research Society of China (MRS-C).

Engineering
Engineering is important for Ningbo and China, contributing to ongoing economic development and progress. Leveraging our international resources and local industrial links, UNNC has developed applied research initiatives and programmes. The energy team in electrical drives launched UNNC’s first spin-off company to provide solutions for clean energy engineering.

<table>
<thead>
<tr>
<th>Engineering</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarly output</td>
<td>35</td>
<td>37</td>
<td>34</td>
<td>72</td>
<td>97</td>
</tr>
<tr>
<td>% of publications in top 10% most cited</td>
<td>8.6%</td>
<td>18.9%</td>
<td>23.5%</td>
<td>19.4%</td>
<td>36.1%*</td>
</tr>
<tr>
<td>Field-Weighted Citation Impact</td>
<td>1.23</td>
<td>1.67</td>
<td>2.07</td>
<td>1.82</td>
<td>1.95*</td>
</tr>
</tbody>
</table>

*Final SciVal data for 2017 will be confirmed in June 2018
In 2017, three professors with strong academic track records and research capabilities joined the faculty of Engineering at UNNC.

**Professor James Greer** joined UNNC as a Li Dak Sum Chair Professor in Advanced Electronic Materials and Devices. He was the Head of the Graduate Studies Centre at the Tyndall National Institute, University College Cork, Ireland. As a PI, he generated direct funding of about €13 million over the last 12 years and indirect funding amounting to another €4 million through researchers under his supervision. Prof Greer has a strong record in industry activities and achieved funding for research from Analog Devices, Intel, IBM, Lam Research, and Firecomms, amounting to over €1,200,000. In 2012, he received the Intel Outstanding Researcher Award for Simulation and Metrology. Prof. Greer has a Google Scholar citation of over 2350 and an h-index of 30.

**Professor Guang Zhu** is a Chair Professor in Nanomaterials and Devices at UNNC. He is an award winner of the “National Youth Talent” Scheme and was nominated in the 2016 National Scientist awards. He is engaged in conversional materials and mechanisms of mechanical energy, in basic research of energy collection and intelligent sensing. Since 2012, he has published more than 30 first or corresponding author papers in the Nat. Commun. Adv. Mater., Nano Lett, and other world-class publications, with an average impact factor of 12. His SCI papers have been cited more than 5000 times, he has an h-index of 43, and six invention patents in the United States and 20 in China. His research results have been positively commended in top scientific publications such as Science and Nature. They were also reported in depth by CNN, Reuters and China Science News. These research results are considered key projects and were selected for the 2015 National Science and Technology Week, being presented in a Beijing live presentation to leaders of the Party, the State and the city of Beijing. Professor Zhu has a Google Scholar citation of over 7600 and an h-index of 47.

**Professor Pat Wheeler** is the Head of the Department of Electrical and Electronic Engineering at the University of Nottingham. He joined the University of Nottingham in 1993. He is an Institute of Electrical and Electronics Engineers (IEEE) Power Electronics Society (PELs) ‘Member at Large’ and an IEEE PELs Distinguished Lecturer. He was the Director of the University of Nottingham Institute for Aerospace Technology (2012-14) and is Deputy Head of the Power Electronics, Machines and Controls Research Group at the University of Nottingham. He is a Founder and Core Member of the TTXGP (now MotoE) IET Sponsored Technical Panel, the group which literally wrote the ‘rule book’ on Electric Motorbike Racing for the Isle of Man TT race in 2009 and the international track series since 2010. Professor Wheeler has 400 academic publications in leading international conferences and journals. He has a google scholar citation of over 12400 times and an h-index of 55.

**Decision Science**

Decision science is an interdisciplinary area that integrates business, economics and computer science. It aims to enhance efficiency and effectiveness in business and management through the use of big data.

Leveraging the host city Ningbo as one of the marine transportation hubs in China, UNNC has strong research developments in logistics and supply chain management in recent years.
Dr Alain Chong is a leading academic in this area, his Google Scholar h-index is 33 and he has had 3580 citations since 2012. In 2017 he was recognized by Elsevier as among the Most Cited Chinese Researchers in the business and management area for a second consecutive year.

In 2017, two senior professors in this area joined UNNC. Professor Patrick Y.K. CHAU is a visiting professor in Information Systems and Operations Management at UNNC. He holds a Chang Jiang Scholar Chair Professorship, awarded by the Ministry of Education, China in March 2010, the Padma and Hari Harilela Chang Jiang Scholar Chair Professorship, awarded by the Ministry of Education, China in March 2013, and the 2013 AIS Fellow Award, awarded by the Association for Information Systems (AIS) to no more than six scholars in the discipline of Information Systems globally each year. By July 2017, he had a citation count of over 15,300 in Google Scholar, among the highest in Asia in the business discipline. Prof Chau was ranked No. 8 worldwide and No. 1 in Asia in terms of research publication productivity in top/major IS/IT journals, announced in the Communications of the Association for Information Systems in April 2005. He is on the editorial board of more than 10 refereed academic journals and is the Editor in Chief of Information and Management, a major academic journal with close to 50 years of history and which is among the top five journals in the discipline of Information Systems. In the IT professional community, Prof Chau was admitted as a Fellow by the Hong Kong Computer Society in 2007. He was Vice President of the Hong Kong Computer Society from 2008 to 2011, and reappointed as Vice-President again in 2017, this time focusing on professional development. From 2013 to 2017, he was the Chairperson of the Certification Board of the Hong Kong Institute for IT Professional Certification (HKITPC), the only IT professional certification body in Hong Kong. In May 2017, he was appointed as the Chairperson of the Board of Directors of the HKITPC.

Antony Paulraj is a Professor in Operations Management. He has published over 40 research articles in operations and supply chain management journals including the Journal of Operations Management, International Journal of Operations and Production Management, Journal of Supply Chain Management, Journal of Business Logistics, International Journal of Production Research, Journal of Business Ethics, among others. He has been involved in executive education as well as executive training programs in the USA, Europe and India. He has worked as an information technology consultant for over 10 years. His consulting experience includes a range of organizations such as the State of Ohio, Global Energy Services (Emerson), Nationwide Insurance and the Children’s Research Institute.

Material Science
UNNC has recruited high-level professors in 2017 as a key initiative advancing the University’s teaching, research, knowledge exchange and global engagement by 2020. Apart from the appointments in Material Science, Engineering and Decision Science, UNNC also welcomed chair professors in Applied Linguistics and Health Economy in 2017.

Professor Luxian JIN is a leading academic in English and Applied Linguistics. With longstanding connections to international research and teaching communities, Professor Jin has given hundreds of invited presentations and professional training courses on English language teaching, applied linguistics and Intercultural communication in Europe, North and Central America, Asia and the Middle-East. In addition to research publications, she is a writer and cultural editor and has contributed to two series of College English textbooks for Chinese university learners: Creative Reading and Creative Communication by Macmillan and the Foreign Language Teaching and Research Press (FLTRP). She has served as an executive editorial board member for International Journal of Language & Communication disorders (UK) since 2006, and an editorial board member for Journal of Intercultural Communication Studies since 2009, and a member for the UK Council for Allied Health Professions Research (CfAHPR) Professoriate Committee. As a researcher in Humanities, Professor Jin is among the most cited scholars in the field. She has a Google citation count of over 5000 and h-index of 29.

Professor Chee-Ruey Hsieh is a health economist. Before joining UNNC as the Chair Professor in Health Economics, he worked at Duke University between 2014 and 2017. Previously he worked in Academia Sinica in Taipei between 1990 and 2013. Professor Hsieh’s past research has covered diverse areas in the field of health economics and microeconomics. Some of his recent articles include topical issues such as the cost of depression and anxiety in China, health litigation as a measure of Chinese healthcare quality, and the role of competition policy in promoting hospital reform in China. In joining UNNC, Professor Hsieh will develop collaboration with the multidisciplinary teams being built in Ningbo to focus on important health policy issues for China and the Asian region. He will work with our local health-sector partners to apply health economics to such topics confronting China as the growth in non-communicable diseases and the impact of an ageing population.

3.4 High-level scholars

Professor Simon Appleton joined UNNC in September 2017 as the Head of School of Economics. He worked in the University of Nottingham UK between 2000 and 2017. Formerly, he was a lecturer at the University of Bath and a Research Officer at the Centre for the Study of African Economies, Oxford University He is a member of the IZA, the Institute for Labour Economics. He has served on the editorial boards of the Journal of African Economies, the Journal of Development Studies and African Development Review. He has published in a range of journals including Economic Development and Cultural Change, the Journal of African Economies, the Journal of International Development, the Oxford Bulletin of Economics and Statistics and World Development. His research expertise is related to the econometric analysis of household surveys and other microeconomic datasets, as well as topics related to poverty, education, health and intra-household issues but covers issues relating to labour markets and productivity more generally. His research interest lies in Labour and human resources with application to China and sub-Saharan Africa. As a leading scholar in this area, he has a Google Scholar citation count of 4210 and h-index of 34.
UNNC endeavours to increase its global research impact through knowledge exchange and innovation, working with industry, business and society. As one of the strategic initiatives in the university’s 2020 plan, the UNNC Incubator Park was officially launched in September 2017.

The Incubator aims to become a leading international incubator and create an ecological system to provide physical start-up support, seed funding, a suite of growth services and investment collaborations for internal and external network. The interim incubator space is located on the fourth floor of the Sir David and Lady Susan Greenaway Building and is an innovative community equipped with independent offices, designated desks, co-working space, training rooms, meeting space, social space and exhibition space. It focuses on areas closely related to UNNC’s key interests, such as creative industry, healthcare, engineering technologies, digital economy and financial services.

By Aug 2017, the UNNC incubator had recruited 21 tenant companies from over 50 applications, including two student start-ups, 14 alumni projects, three external projects, one staff spinout and one product design studio and covering the five key areas.

**Innov8tia**, a UNNC alumni start-up hosted at the university incubator park, was selected from hundreds of applications to represent Asia in showcasing the business to an audience of global investors and influencers on 5 December 2017. Innov8tia was founded with the mission of addressing one of the largest environmental and human problems on earth through capturing the enormous amount of value within waste. It is now commercializing the world’s most advanced hazardous sludge management solution.

**Yikun Sports**, the 8-year-old alumni startup company hosted at the UNNC incubator Park won a four million RMB Venture Capital investment through a famous TV Entrepreneurship Competition called “Business Partners in China”. The company has seven full-time employees, annual revenue of 8M RMB in 2015, and forecast revenue of 16M RMB in 2016. It is one of the most successful alumni startups of UNNC. The Yikun project was also one of two UNNC alumni projects shortlisted out of more than 20,000 applications for the Pitch@Palace event in Beijing in May 2017. They were among the 42 projects pitched to Prince Andrew, the Duke of York, during this event. Pitch@Palace was set up by the Prince Andrew Charitable Trust to help budding entrepreneurs connect with mentors, influencers, potential investors and business partners.
MS Power GmbH, headquartered in Eschborn, Germany, is recognized for manufacturing high quality products. As a leading company in power semiconductor components and systems, it has been committed to provide the highest reliability into various applications such as Motor Drives, Power Supplies, Solar and Wind Energy systems, Smart Grid etc. The current portfolio of products mainly covers the range of Bi-Polar semiconductor chips and Stud Screw Fit Diodes/Thyrists, Capsule Devices and Modules. In addition, the in-house team is also capable of providing Power Stacks and systems as a solution provider. The company has one application lab for IGBT Inverter in Italy and one R&D center in China for the third generation of wide-band-gap semiconductors such as SiC (Silicon Carbide) and GaN (Gallium Nitride).

Avocado Speak is an audio product developed by Hunan Avocado Mdt InfoTech Ltd., a company co-founded by a senior student of UNNC. Avocado Speak use knowledge-based stories to educate children between 4 and 12 years old about up-to-date information of intelligent science. It is publicized on subscriptions and positive comments from children and parents. Avocado Speak is also recommended by Wang Han and Li Rui, famous TV hosts in China. The product and its parent company have received angel round investment and are progressing at full swing.

There are a number of research and knowledge exchange platforms at UNNC. They play an important role in aligning the research strengths of the University with the economic, industrial and social development needs of Ningbo, Zhejiang and China.

Nottingham Yuyao International Research Institute
In 2017, The University of Nottingham UK, The University of Nottingham Ningbo China (UNNC) and Yuyao “Thousand Talent Plan” Industrial Park agreed to jointly establish the Nottingham Yuyao International Research Institute. The purpose of the institute is to foster new companies, and to promote the industrialisation of key technologies and development of the electrification industry in Ningbo and China. These specifically include research into advanced electrical drive systems, transport electrification, high performance actuation systems and mechanical and electrical integration. Yuyao City government and UNNC funded the platform with an investment of over 165 million RMB for the first five year period. It aims to generate over 30 million RMB of income every year.

Zhejiang Brand Institute
In October 2016, Zhejiang Province Branding Academy was established by three parties: the Zhejiang Provincial Administration of Quality and Technology Supervision, Zhejiang Machinery and Electrical Group, and the University of Nottingham Ningbo China. The aim of the academy is to develop both basic and high level brand building talents and promote the development of brand construction in Zhejiang. The “Zhejiang Made” Zhejiang Province Branding Academy Construction Project is making steady progress and a MoU for “Zhejiang Made” talents training project was agreed in September 2017 with the aim of improving the sustainable development of talents with different levels in “Zhejiang Made” enterprises.
Confucius Institute
The UNNC Confucius Institute was launched in April 2016 and is the first Confucius Institute branch set up in mainland China. The Institute provides a range of Mandarin classes and cultural workshops to non-native speakers, organises the Chinese Language Proficiency Test (HSK) and offers consulting programmes on education, culture and economics in China. It plays a positive role in building a close connection between the international community of the university and Chinese culture and society. It supports cultural adaption and the integration of international students and staff and provides opportunities for the international community to engage with the local culture and community.

One of the key areas of business engagements and public services at UNNC is continuing professional development. We provided innovative training to leading businesses, organisations and the general public during the past academic year.

- Confucius Institute HSK Level 5 & Level 6 Training
- Beijing Chaoyang Principals International Leadership Programme
- Rotational Modelling Training
- Evening Language Classes
- Advanced Training of Architectural Skills and BIM Technology
- Beijing Institute of Education -Teachers’ International Pedagogy Training
- People and Objects: Active Audience Engagement in Museums and Galleries
- Branding and Management in Museums and Galleries
- Film Script Writing Training
- Evidence-based Healthcare Research Training
- Inclusive Finance Training Programme for People’s Bank of China
- CRRC Advanced International Talent Development Programme
- AVIC Leadership Advanced Programme

Examples of Business Engagement

China Railway Rolling Stock Corporation (CRRC)
UNNC has been in close collaboration with CRRC through delivering a tailor-made international talent development programme to 515 employees of CRRC over the past six years. This programme aims to systematically develop CRRC employees who have high potential to become the Corporation’s leading talents of tomorrow by assisting them to develop their international business skills, management skills in post-M&A environments, leadership skills in a MNE, analytical ability with a global mind-set and comprehensive English language skills. CRRC is the world’s largest supplier of rail transit equipment with the most complete product lines and leading technologies. With its guiding philosophy of being International, Innovative and Interactive, this programme plays a positive role in the internationalisation strategy of CRRC.

Aviation Industry Corporation of China (AVIC)
AVIC is a close partner of UNNC in both research and professional development. The AVIC Subsidiaries Senior Leadership Advancement Programme was first launched in 2016 and aimed at bettering the leadership of the AVIC management team and applying the best commercial practices in the specific context of the Chinese business environment. The ACC TECH–UNNC joint laboratory in sustainable composite materials was officially launched in April 2017. This lab aims to engage in research on the recycling of carbon fibre and thermoplastic composites as well as fire prevention treatments for aerospace composites. Over the next few years, it is expected that several international academic forums will be based around the new partnership framework, thus contributing greatly to the development of composite materials in China.
Professional Conferences hosted by UNNC 2016-2017

The 9th Annual GEP China Conference (4 - 5 November 2016)
The 9th Annual GEP China Conference was held at UNNC on 4th and 5th November, 2016, addressing the topic of “China and the De-globalising World Economy”. Over 20 outstanding scholars from all over the world came to attend this meeting. The Globalisation and Economic Policy Centre is the major centre in Europe and one of the biggest in the world studying the impacts of globalisation and economic policy. GEP runs a major international annual conference in Ningbo, as well as seminars, workshops and The World Economy Annual China Lecture.

Forum on How Financial Derivatives Support the Development of Ningbo's Real Economy (4 Dec 2016)
The forum was co-hosted by UNNC and Hunan Futures Derivatives Department. The main purpose of the forum is to facilitate critical discussions and analysis on the development trends of financial innovation and financial derivatives both domestically and internationally. Professor Michael Dempster from the University of Cambridge, Professor Liyan Han from the Beijing University of Aeronautics and Astronautics and Professor Ke Tang from Tsinghua University as well as experts from the industry were invited to the conference.

Ningbo Industrial Upgrading and Financial Innovation Forum (4 March 2017)
This forum was co-organised by NUBS China, Junrun Capital and “Shadow Office” Wechat Group. The aim of the forum was to promote the transformation and upgrading of enterprises in Ningbo and discuss financial innovation as an important tool to achieve local economic development. Attendees included government officials, industry experts, entrepreneurs and scholars.

UoN International Aviation and Aerospace Forum (6 April 2017)
The University of Nottingham International Aviation and Aerospace Forum was held at UNNC in April 2017. Senior management figures and professors from UNNC and the University of Nottingham UK campus, experts from aerospace research institutions and strategic partners and leading companies from the aerospace industry participated in this forum. Discussions and exchanges centred on future planning for the aerospace industry in Ningbo and challenges facing the development of aerospace in China.

International Forum on Development and Challenges of Smart Infrastructure & Geospatial in the U.K. and China (4-5 April 2017)
This was the first conference on BIM, GIS and Smart city jointly held by UNNC and University of Nottingham Malaysia Campus. Around 50 attendees from the national and global surveying institutions including The Chartered institute of Civil Engineering Surveyors (ICES), the Global BIM centre of Excellence (CoE) and the Zhejiang Surveying and Mapping Association (ZSSMG), and Ningbo Land Planning Bureau attended this conference.

Salon of Solid Mechanics within East China Area (20 April, 2017)
The Salon of Solid Mechanics within East China Area brought 25 renowned professors and researchers in the area of solid mechanics from institutions including National Center for Nanoscience and Technology, Tongji University, Harbin Institute of Technology (Shenzhen), Hohai University, Ningbo University and Shanghai University. This salon provided a great platform for UNNC and domestic counterparts to communicate and seek research collaborations.

The 12th IET PATW Competition 2017 China National Final was held at UNNC in May 2017. This was a great event jointly organized by the Institution of Engineering and Technology and UNNC. It is a global competition for young professionals and students in science and engineering to develop and showcase their presentation skills. There were 23 candidates from key universities and six judges from business, industry and higher education institutions.

The 12th Annual International Conference of the China Association for Intercultural Communication (22 – 23 June 2017)

This two-day conference had a stimulating packed programme with both national and international speakers and a number of special guests from top universities in China and worldwide. Around 230 experts and scholars from more than 150 universities and scientific institutions around the world shared ground-breaking research, latest developments and achievements in intercultural communication.

International Society of Dynamic Games (ISDG) - China Chapter Conference on Dynamic Games and Game Theoretic Analysis (5 - 6 August 2017)

UNNC successfully hosted the first International Society of Dynamic Games (ISDG) China Chapter Conference on Dynamic Games and Game Theoretic Analysis. 64 scholars from 38 domestic and international universities and institutions attended this conference.

International Finance and Banking Society (IFABS) 2017 Ningbo Conference (31 Aug – 2 Sep 2017)

The theme for the 2017 International Finance and Banking Society Ningbo Conference was ‘Financial Innovation, Stability and Sustainable Growth’. Over 200 scholars and practitioners from more than 20 countries and regions attended the conference. Robert F. Engle, the winner of the Nobel Prize in Economics, Mr. Guan Jiangzhong, Chairman and President of Dagong Global Credit Rating, and Dr. Alfred Schipke, the IMF Senior Resident Representative for China gave speeches during the conference.
The convention which has stood for 150 years, now needs a review as original artworks and cultural heritage are facing greater threats than ever in the 21st century. The digital era, however, has brought forth empowering technologies, essentially redefining the nature of 'reproductions' and 'copies'. This need prompted the V&A to spearhead the ReACH initiative, officially launched in Paris at UNESCO’s headquarters in May 2017 to redraft the old Convention to meet 21st century needs.

Eugene Ch’ng, Professor of Cultural Computing and an expert in digital heritage from UNNC was invited to be part of the ReACH dialogue, giving two talks at Beijing and at the final ReACH Declaration at the V&A public event in London on the December 8th 2017. The Palace Museum, Nanjing Museum and Dunhuang Academy were three other cultural institutions represented together with Prof. Ch’ng in the Beijing final round table discussion on November 30th. Prof. Ch’ng provided experience and insights into the production, storage and sharing of digital copies in both his talks titled ‘Sustainable Strategies for the Digital Production and Sharing of Artworks and Cultural Heritage’ and ‘Sustainable Sharing in the Digital Age’. He identified 6 categories of reproductions and the challenges associated with production, storage and sharing, and also provided an insight into his study of how cultural heritage is shared digitally in China and the wider Asian context.

The ReACH initiative is a declaration which will have global impacts in the art and cultural heritage communities, which are directly linked to Creative Industries. It will produce a publication with a compilation of examples of best practices selected from the roundtable discussions and a convention to serve as a roadmap for museums and other organisations in dealing with reproductions, as an instrument for preservation and accessibility. Prof. Ch’ng will in 2018 continue his contribution as part of the ReACH technical committee’s first meeting in Abu Dhabi in March and at UNESCO in May.

Sir Henry Cole, the founding director of the V&A spearheaded the 1867 Convention signed by prominent people of his age, calling for the ‘mutual exchange of copies’ for widespread educational benefits without the slightest damage to the originals.

Innov8tia
Innov8tia, a start-up company founded by UNNC alumni and hosted at the university’s incubator park, has been selected from hundreds of applications to represent Asia in showcasing the business to an audience of global investors and influencers in the Laudato Si’Challenge Roadshow in Rome on 5th December 2017. Laudato Si’Challenge is a universal platform with its primary focus on tackling fundamental environmental issues of common interest. Start-up teams with various specialities were invited to the roadshow with solutions to critical global issues ranging from food, water, and energy to resource conservation, human potential, smart cities, industry and finance.

Seth Knutson, a UNNC graduate in environmental engineering, founded Innov8tia with Jessica He, also a UNNC alumnus and Kaiqi Shi, a UNNC research fellow. The mission of the company is to address one of the largest environmental and human problems on earth while capturing the enormous amount of value contained within waste. In view of its contribution to sustainable environment and significant market potential, Innov8tia stood out from hundreds of start-ups initially signed up for the roadshow. It was the only Asian team offered a ticket to the roadshow, together with another 8 projects from around the world. They were also granted 100,000 USD to speed up their business after the preliminary round of selection.

Traditional sludge treatment approaches, such as incineration and landfill, are known to cause serious pollution and damage to the air and soil. Few if any of the existing solutions, considers the possibility of reusing residue substance through certain processes. The microwave pyrolysis technology developed by Innov8tia transforms organic matter in sludge into combustible gas (hydrogen and carbon monoxide), residual carbon ash and water. The resource recovery rate reaches over 90%. Flammable gases retrieved from the process are used to generate electricity or produce chemicals, while ash content may be converted to building materials. Compared with conventional methods, the Innov8tia procedure takes up less space and achieves greater energy efficiency.

Sir Henry Cole, the founding director of the V&A spearheaded the 1867 Convention signed by prominent people of his age, calling for the ‘mutual exchange of copies’ for widespread educational benefits without the slightest damage to the originals.
People and Governance

People are the invaluable assets of the university. Alongside attracting excellent people to join this university, UNNC has also put efforts into supporting the development of the existing staff. In addition to tri-campus schemes such as PGCHE and the Nottingham Recognition Award which has continued its momentum to support and recognise the staff’s professional development, UNNC has launched the staff mentoring and coaching programme to support staff learning and development needs.

In 2016-2017, the mentoring programme was delivered in collaboration with the external professional provider Petersen Consulting. It targeted creation of a culture of mentoring where people are supported in their professional development and practice across a range of strategic initiatives including succession planning, talent management, cross-organisational communication, and leadership capability development. Ninety mentors and mentees have engaged in this programme.

The Coaching Programme was delivered by working with performance coaching provider, Performance Consultants International. As part of the overall Mentoring and Coaching Programme, 25 colleagues participated in the neuroscience-for-coaches programme, 18 took part in the Teaching and Learning Coaching and Mentoring Service for Students and 10 were involved in the Management Development Programme. On a regular basis, a comprehensive Microsoft Office Training programme was also delivered and opened to all UNNC administrative staff.

The university sought to improve information transparency, internal communication, and governance. In 2016-17, university newsletters and departmental newsletters were released and sent to staff and students periodically to provide updates on the latest news and developments. Since the introduction of the Your Voice mail box for students to feed suggestions or appeals, the university has received 258 emails and ensured timely responses within 24 hours.

We value the voices of different stakeholders of the university by actively engaging with them in shaping the future of the university. In 2017, UNNC Strategy 2020 Advisory Group renewed its membership and introduced UNNC student parent representatives. This Group is chaired by Provost Professor Chris Rudd. It is an internal governance body that aims to monitor, challenge and advise on the implementation of Strategy 2020. Membership is comprised of 22 representatives of UNNC students, academic staff, administrative staff, alumni and student parents.

The UNNC risk register was established in September 2016. It provides periodical reviews of the University’s strategic implementation and assurance measures. This practice has facilitated area owners to regularly review risks and mitigation actions in their portfolios and move forward with plans to address the challenges. This framework is also in line with UoN’s global risk management framework as campus risk statements are provided to the UoN UK Risk & Audit Committee.
UNNC strives to provide students with a stimulating and inspiring learning and living environment. In 2016-2017, a number of services and facilities were established or upgraded to ensure that students enjoy a high-quality and rewarding learning, living and social experience at UNNC.

The Residential College was established in the living area to provide a supportive environment and enhance campus services for students. By providing pastoral care, personal support, the induction programme and cultural enrichment activities, Residential College aims to support and help students to better cope with their social, psychological, academic, and developmental needs. It also promotes cultural integration, innovation and mental health through a variety of events and activities.

The new Student Activity and Innovation Centre (SAIC) was launched in early September 2017. Around 2,200m² of space was redesigned and refurbished into a student leisure and activity space. Located on the ground floor of the Portland Building, the Centre is managed by the Student Engagement Office and designed to accommodate co-working, self-study, and arts and performance for students. It is a testament to the importance which UNNC places on student satisfaction. Since its opening, SAIC has become an emblematic attraction of the University and hosted a number of high-profile guests.
The Learning Garden is one of the library’s physical transformation projects in response to students’ need for more learning spaces. It was designed to promote flexibility, inspiration and collaboration and provides 100 extra study seats for students with the creative adoption of the outdoor garden. It features Makerspace where 3D designing and printing, Lego Lab and robots are available for students’ creative work and team collaboration. Professional training sessions have been provided by Library, Research and Learning Resources (LRLR) to develop students’ technology skills.

UNNC has been striving to inspire our students and staff to stay active and reach their potential through fitness and sports. Sporting and fitness facilities on campus had been renovated during the summer of 2017 including extended fitness suite, a new spin room, new climbing walls, a new mini ramp and dedicated space for sports clubs’ activities. Service management has also been improved with a new reception desk and entrance control machines.

The Sir David and Lady Susan Greenaway Building was put into use in July 2017. It was built primarily for the international Academy for the Marine Economy and Technology and hosts laboratories, an interim incubator space and a Knowledge Exchange team office. The building has four floors with an area of 10830m². The 4th floor was ready at the end of June 2017 to provide over 2,000 m² of space for the UNNC Incubator Park. It provides a modern, vivid and inspiring environment, equipped with flexible and functional furniture and facilities. The Incubator aims to be a leading regional international entrepreneurship centre. It will provide a focal point for the local Ningbo community to share ideas and support business start-ups. It will also provide an entry point for external partner organisations seeking local and international business or technology collaborations.

Flexible Desktop (VDI) is a collaboration between Computer Science and IT Services to develop a VDI solution for computer science students since November 2016. The new service is expected to be ready in the new academic year. It provides 200 concurrent virtual desktops and enable students to access licensed University applications from their personal devices. It also offers the capability to provision and de-provision applications rapidly while retaining operational and financial control.

The UNNC branch of the China Education Book Store was opened on campus in April 2017. Managed by the China National Publications Import and Export Corporation, it offers a range of academic and non-academic foreign language books for students and staff at UNNC.

A new accommodation building, block No.23, was completed in July 2017. It comprises 88 staff apartments and 1920 student beds in the student living area. Meanwhile, the student accommodation building No.13 was renovated in 2017. The renewed design of the space focused on providing a more comfortable, dynamic and interactive space for students.

Renovation of the UNNC Staff Hotel began in July 2017 and will be completed by the end of 2018. The renovated staff hotel will provide high-level hotel services to external visitors and conferences.
UNNC Alumni service endeavours to foster and support a lifelong relationship between alumni and the University. In 2016-17, two new alumni chapters were set up in Jakarta and Taiwan. The total number of Alumni Chapters reached 16: Shanghai, Beijing, Shenzhen, Hangzhou, Ningbo, Hong Kong, Taiwan, Nanchang, London, New York, Southern California, Jakarta, Madrid, Melbourne and Sydney. The alumni chapters aim to enhance engagements and communications with UNNC alumni around the world.

UNNC alumni is a young and active community. In 2017, 43% of the alumni have engaged with the university through online platforms or offline activities. 95 alumni events were organized with various themes such as April Fest (alumni mass wedding), Annual Party, get-together events, industry roadshows, interest group clubs, sport games, tri-campus video game competition and online games activities etc. With the facilitation of the UNNC Alumni Centre online platform and existing communication mechanisms, 115 alumni became mentors in 2016-17 providing guidance and advices on academic and career aspects for existing students.
Fundraising and Philanthropic Activities

Fundraising and philanthropic activities are important to sustain the development of the University. Every endowment is an endorsement of our values and aspirations. UNNC has received generous and continuous support since its establishment from Hong Kong-based businessman and philanthropist Dr Li Dak Sum. In March 2017, Dr Li Dak Sum donated CNY 20 million to UNNC for setting up the "Li Dak Sum Chair Professor Scheme" to bring in high-level scholars to UNNC. In September 2017, the Li Dak Sum Foundation donated another CNY 40 million to UNNC for building a new library and expanding the portfolio of scholarships. The new library will provide a comprehensive and integrated space for learning, teaching and research at UNNC.

The UNNC Education Foundation raises and manages endowments to support students, research, innovation and entrepreneurship activities at UNNC. In December 2016, the University Education Foundation launched a Student Relief Special Fund on its official charity WeChat account. The Student Relief Special Fund aims to provide financial aid to students who might have to withdraw from their studies due to financial difficulties. Within a week, it attracted donations from more than 400 students and their families and raised more than 10,000 RMB. Since its establishment in 2013, the University of Nottingham Ningbo Education Foundation has successfully raised more than 200,000 RMB for students who encounter financial difficulties during their study.

Life Cycle is an annual campaign event to raise fund for life-changing research and student support at the University of Nottingham. In 2016-17, a range of activities were rolled out at UNNC to promote the spirit of “giving back” and encourage people to care those who are less fortunate and simply need a helping hand.
Passing Hope: A charity project supported by Life Cycle, was initiated by UNNC student Zhoucong Feng to help realise the football dream of children in impoverished areas of China. Zhoucong and 18 volunteers delivered football teaching, provided sports equipment and built the Guizhou's highest altitude football field for the children at the High Stone Primary School.

Life Cycle 7: Endurance Ride: 19 people including the Provost Professor Chris Rudd, Nottingham City Council representative Rob Avery-Phipps, UNNC students, and staff went on a 450km ride around Zhejiang Province in October 2017. More than CNY 125,000 was raised for developing both physical and mental health of students.

A Life Cycle event jointly held by UNNC, Ningbo Science Exploration Centre, Hellobike and Wanda Plaza took place on 18 March 2017 to promote educational equality and awareness of social responsibility. The event attracted the participation of the public and had a positive impact on the local community.
We encourage students to participate in volunteering and social services in China and abroad. In 2017, around 250 UNNC students, including 16 international students, took part in the Summer Social Practice organized by the UNNC Young Volunteer Association. These students dedicated part of their summer to teaching at schools in 16 provinces, including Gansu, Guizhou, Jiangxi, Shanxi, and Henan. By 2017, more than 2,500 students have participated in Summer Social Practice, with its projects reaching up to 20 poverty-stricken areas in China and Asia and helping 4,000 children since 2006.

The student-run organisation AIESEC has continued to send student volunteers to opportunities abroad. This year’s volunteers headed to 34 ‘One Belt, One Road’ countries in Western Asia, Eastern Europe and Africa, involving themselves in projects such as supporting a Turkish feminist initiative and helping people and wildlife in India. There were 243 students taking part in overseas projects in the summer of 2017 which will be echoed by the passion of 47 volunteers in the winter. Students have brought Chinese culture and history to different countries and worked with other volunteers worldwide to alleviate pressing issues.

‘Ecología’, a project team of the student-run society Enactus, aims to help laid-off workers in the local communities by creating job opportunities and improving their standard of living. The project team also promotes low-carbon lifestyles via innovative handkerchiefs, cloth bags, and pencil bags made of cotton and fibre. Team members are responsible for design, procurement and sale, while laid-off workers receive training in sewing techniques. The team also negotiated consignments with local restaurants and coffee shops. This project has helped recently-unemployed people find a new livelihood and purpose for life.

Spring Hope Program has been helping the children of migrant workers since 2013 by teaching them arts and crafts, music and English. The program has featured more than 100 activities and has touched the lives of over 1,600 pupils locally with around 30 student volunteers every week. The project is going from strength to strength: it has received donations from staff at UNNC, including books, sports equipment and cash. An increasing number of international students are becoming involved in this project as well.

The values of social responsibility are embedded throughout the university experience and have a lasting impact on our students. Xiao Zeng is one of the students who chose to continue her ambitions for alleviating poverty and making a difference in other people’s lives after graduation. Xiao Zeng set up her poverty alleviation scheme in a remote rural community in Hunan province. This scheme helped the local people sell corn products online. The agricultural production co-operative proved to be successful and attracted participation of 16 families in the village, each receiving a boost to their annual income. Encouraged by this success, Xiao Zeng deferred her postgraduate offers from several prestigious universities to further pursue her charity dream.