First Words

After three highly successful years working at and for UNNC, Professor Woods will be returning to The University of Nottingham UK...

I am delighted to contribute to the second issue of the Alumni Magazine. I know just how committed our alumni are and how they can show the rest of Nottingham University what serious networking is all about.

UNNC is now an established part of the Chinese Higher Education landscape and has produced its first graduates who have gone into jobs with some of the most prestigious employers in the world.

It is clear that China likes UNNC, and we receive so many excellent offers to assist our further development that it is often difficult to choose which exciting area to go into next. Nottingham UK has many schools that are keen to set up divisions at UNNC, and we are building on this enthusiasm by offering a total of three new undergraduate degrees, including Architecture and Economics, and seven new postgraduate degrees from September 2010. We shall also be recruiting undergraduates from a further three provinces/autonomous regions from Summer 2010.

We have also embarked on a further round of staff recruitment in preparation for September 2010, and first signs are that there is stronger interest than ever before from excellent academics all around the world in coming to work at UNNC.

If you are on campus you will have seen that work on our new Science and Engineering Research and Teaching Building has started. The building will be completed by September 2011, and it will be the home for new science subjects as well as our Engineering Division.

If you are an alumna/umnus of UNNC and would like to see for yourself how the campus has developed, let us know, and we will be very happy to welcome you back to your alma mater. We would also be very pleased to know how you have been getting on since you graduated from UNNC, so do stay in touch.

To those of you who are currently student here, my message is simple: if you show the commitment that generations of students before you have shown towards their studies, your prospects upon graduation are extremely good, even in these economically tough times.

My time at UNNC is coming to an end, and I can say without hesitation that it has been the highlight of my entire professional career. It has been a privilege to work with such able and committed staff and students and to see UNNC flourish beyond anything we could have imagined, and to see it do so in such a short time.

I shall always be looking out for news of UNNC, confident in the knowledge that it will go from strength to strength, and the University and all it stands for will always be in my heart.

Roger Woods
Proovst & CEO
The University of Nottingham Ningbo, China
New leadership at The University of Nottingham Ningbo, China

A new Provost and CEO takes over at The University of Nottingham Ningbo, China (UNCC) in April 2010.

**Professor Nick Miles** will lead the campus - an award-winning initiative in international higher education - into its next phase of development. He succeeds **Professor Roger Woods**, who is stepping down after three highly successful years working at and for UNNC. Professor Woods will be returning to The University of Nottingham UK where he will continue to contribute to the University’s internationalisation strategy.

During his time at the helm, Professor Woods has overseen an expansion of the student body, developments in research capacity, in postgraduate opportunities and in the physical infrastructure of the campus in Ningbo.

Professor Woods said: "I am delighted that Professor Miles will be taking on this key role at UNNC. He has vast experience of Nottingham UK, and he has already had a chance to get to know UNNC. I know that under his leadership UNNC will continue to flourish and develop to its full potential."

Professor Miles, formerly Dean of Engineering at UNNC and Head of the Department of Chemical and Environmental Engineering at Nottingham UK, has extensive experience of senior academic management. He is a mineral processing engineer with more than 20 years’ international experience in teaching, research and consultancy. He has extensive knowledge of, and research experience in fine particle processing, waste minimisation and recycling, bulk material transportation processes and coal preparation. Professor Miles has a research philosophy with collaboration at its core - working in interdisciplinary teams exploring fundamental scientific issues through to the exploitation and commercialisation of research.

As Provost and CEO, he will work with a senior management team comprising four Deans of Faculty, to lead UNNC during its next phase of development.

Professor Miles said: "This is an incredibly exciting opportunity and I am looking forward to leading the next phase of expansion in both our teaching and research activities."

The University has a dynamic internationalisation strategy and has taken a pioneering role in China, as the first overseas academic institution granted permission to set up inside the People's Republic.

Since opening in 2005, The University of Nottingham Ningbo, China, has grown to more than 4,000 students and has received numerous awards and accolades, including The Queen's Award for Enterprise in the category of International Trade. The institution was also declared Outward Investor of the Year by the foremost China-Britain trade association, the 48 Group Club.

UNNC was also shortlisted this year in the British Business Awards, which are organised by the British Chamber of Commerce in China and are supported by UK Trade & Investment, the Confederation of British Industry, the British Embassy in Beijing and the British Council.
On a beautiful autumn day postgraduate students from UNNC finished their academic life in UNNC and graduated, which decorated this relatively cold autumn. That graduation ceremony was held on 21st November 2009 with altogether 155 graduates from home and abroad finishing their academic studies. Students graduated in Applied Linguistics, Interpreting and Translation, Mandarin and English, Applied Linguistics and English Language Teaching, Contemporary Chinese Studies, Finance and Investment, Global Governance, International Communication Studies, International Management, International Business and were awarded Masters Degrees of The University of Nottingham.

It was a great honor and privilege to have various figures of the university and the society to attend the process. Professor Yang Fujia, President of The University of Nottingham, Professor Roger Woods, Provost and CEO of The University of Nottingham Ningbo, China, Professor Nabil Gindy, Dean of Postgraduate School, Professor Chris O'Brien, Dean of Faculty of Social Sciences, Professor Andrew Marton, Dean of Faculty of Arts and Humanities, Professor Lu Junsheng, Deputy Party Secretary, and Professor Sam Shen, the Registrar took part in this grand and exciting ceremony. In addition alumni representatives, heads of the related departments and the graduates’ parents and friends played an important part.

Firstly, Professor Yang Fujia delivered his warmest congratulations to all graduates with gratitude to all parents and faculties. Besides that, he suggested graduates seize and treasure all opportunities for success in the future.

Then, Professor Woods gave his most impressive and warm speech “you are currently part of a community of some 37,000 Nottingham students worldwide, and when you walk across the stage today, you will join an even larger community of 180,000 Nottingham alumni worldwide.” He proudly expressed his confidence in the future of The University of Nottingham.
Professor Andrew Marton presented the degree candidates. Each graduate wore a Nottingham University unique light blue hood and passed before the Chancellor in proper order, who bowed their thanks to the tutors and were awarded a postgraduate degree of The University of Nottingham.

The graduation ceremony concluded with the solemn national anthem. Then graduates had group photos with their tutors to record this precious and memorable moment. They were all proud and confident that UNNC had given them a precious opportunity to maximise their abilities and potential and that a modern British education had provided with them with an international vision.

Among the 155 postgraduates, 6 of them chose to continue their studies and most of the rest have found good jobs. All of them wish to keep in contact with UNNC and other alumni. For the NAAN, they wish we can be a wonderful stage for all Nottingham students around the globe. In return, we also wish all graduates from The University of Nottingham success!
On January 11-13th the 5th International Conference on Responsive Manufacturing (ICRM) 2010 was held at UNNC. The conference was co-organized by The University of Nottingham, UK, The University of Nottingham Ningbo, China and Zhejiang University. More than 80 company representatives, researchers, academics and legislators in sustainable manufacturing fields attended the conference.

The theme of the conference was "Green Manufacturing", and topics included "Remanufacturing, repair and reconditioning", "Recycling techniques and use of reclaimed material", "Sustainable manufacturing technologies and systems", "Water sustainability", "Lightweight structures and materials", "The green supply chain", "Environmental legislation, and business models for sustainable operations", "Design for sustainability", "Sustainability and the built environment", "Sustainable energy-green power generation and reduced consumption". The goal of ICRM 2010 is to facilitate an exchange of information on best practices for sustainable manufacturing, addressing the problems and opportunities of a sustainable future.

Professor Roger Woods, Provost and CEO of The University of Nottingham Ningbo, China welcomed all the distinguished guests and pointed out that UNNC’s reputation for excellence in engineering rests on the highest standard of teaching and learning, underpinned by internationally leading research. The Centre for Sustainable Energy Technologies (CSET) at UNNC has won high reputation in the world. Professor Woods hoped that this conference would help UNNC find good partners in China and he also wished the conference a great success.

Professor Nabil Gindy, Dean of the Graduate School and a principal investigator on numerous EPSRC, government and industry funded research grants, pointed out that manufacturing is the backbone of industrialized society and the sustainability of growth in the manufacturing sector is based on the country’s ability to continue to innovate. He said "we all live on the same planet and share a common fate. Hence, there is an enormous opportunity for countries to have a deep intensive collaboration for the common goal of improving the quality of life for mankind."
In Academician Xu Kuangdi’s lecture, entitled “Develop a low carbon economy to meet the challenge of climate change”, he gave an overview of the trend in global climate change and elaborated his views on the issue of developing the low carbon economy and green economy in China.

In his opinion, the low-carbon energy strategy of China should be developed in three steps: the first is energy saving by increasing efficiency and reducing emissions; the second is to develop green energies; and the last is to develop nuclear energy and renewable energy with no emissions and no waste.

Xu Kuangdi used the theory of an "inverted U-shaped curve" proposed by a scholar from the Club of Rome in the 1970s to describe the relationship between economic development and ecological environment.

According to the theory, the initial stage of industrialization is featured by "poor but clean", that will be followed by the second stage of rapid development, "rich but dirty", and when the last stage, the post-industrialization stage comes, it would be "rich and clean".

Then, is it possible for China, which is in the "climbing period" at the left side of the curve, to pass through by tunneling, instead of going over the mountain? Xu Kuangdi said, yes, it is possible, although it would sound a bit idealistic. "There has to be a climb but we hope that the peak is not too high. The 'hump' can be turned into a 'bump' only if we develop the green and sustainable road of a low carbon economy," he said.

When speaking of the energy conservation in building, he says a major method for energy saving is to promote LED lighting. If LED can occupy one third of China’s lighting market, 168 billion kilowatt hours of electricity will be saved in a year, which are equivalent to the electric energy generated by two Three Gorge hydro-power stations. Almost all imported petroleum is used for transportation. Therefore, we can save the energy of transportation by readjusting the transportation structure, for example, increasing the proportion of railway electrification.

**Develop a Low-carbon Economy in response to Climate Change**
After the success of the 1st GEP Conference in China in last year the 2nd GEP Conference in China was held at UNNC on 10th and 11th November 2009. The conference was co-organised by the Leverhulme Center for Research on Globalization and Economic Policy (GEP) of The University of Nottingham, the School of Contemporary Chinese Studies of The University of Nottingham, and the College of Public Administration of Zhejiang University.

Nearly forty experts and scholars attended the conference. They were from the Globalization and Economic Policy Center (GEP) of The University of Nottingham, the China Center for Economic Studies of Fudan University, Oxford University, Tulane University, University of California, Davis, Keio University, the University of Western Australia, Renmin University of China, Nankai University, Fudan University and Shanghai University of Finance and Economics. The conference had eight sessions and the topics included 'The Global Financial Crisis' and 'China at the Cross Roads: Can China avoid the next Credit Crunch?'

Professor Yang Fujia, Chancellor of The University of Nottingham welcomed all the respected international experts and reviewed the remarkable achievements of The University of Nottingham and the School of Contemporary Chinese Experts said UNNC Greenaway, Vice-Director of GEP, said that government and predictions bubble boom.

Experts said UNNC provided an excellent opportunity for them to exchange ideas, and it played a positive role in promoting international academic interaction.

Professor Tony Venables from Oxford University also gave a lecture on "Climate Change: Funding Needs and International Financial Architecture", with an enthusiastic response from the audience.

The Second GEP Conference in China held at UNNC Nottingham Ningbo, China over its first five years. Professor David Greenaway, Vice-Chancellor of The University of Nottingham, a Professor of Economics and the founder and former Director of GEP, said that the current global financial crisis had affected countries throughout the world, presenting huge challenges to stakeholders such as governments and academic researchers apart from businessmen worldwide therefore it was vital to understand fully the causes and consequences of the crisis and to design swift and affirmative policy actions.

Professor Yao Shujie, a Professor of Economics and the Head of The University of Nottingham's School of Contemporary Chinese Studies as well as being the co-ordinator of GEP's China and the World
On 6th December 2009, the University of Nottingham Ningbo, China held its 2009 Postgraduate Open Day. This great event attracted around 250 visitors from thirteen domestic provinces and students who have studied in Canada and the UK. The university provided a variety of information sessions for visitors, especially for those prospective students, who were able to gain a better understanding of the UNNC. The activities included a campus life exhibition, a welcome ceremony, admissions consultations, careers consultations, campus tours and drop-in sessions for the academic faculties.

In the welcome ceremony, Professor Roger Woods, Provost and CEO of the university, introduced the distinguishing characteristics of UNNC, and he emphasized that UNNC’s graduates have skills, like analytical skills, independent research abilities, team work spirit, presentation skills, as well as persuasion skills. Professor Chris O’Brien, Dean of Faculty of Social Science, introduced the postgraduate programmes and Professor Andrew Marton, Dean of Faculty of Arts and Humanities, presented an introduction of our graduate's employment prospects. Besides these, two alumni shared their experience of studying at UNNC. Alumni Yu Jun, from ICBC, summarized his experience in one word: WISE, that is Well-known, Intelligence, Strength and Emotion. And alumna Grace Fan said, "UNNC not only imparts academic knowledge to us, but most importantly it teaches us how to learn."

The Open Day was warmly received by the visitors. A parent from Sichuan said, "I had heard of The University of Nottingham Ningbo, China long time ago. The Open Day gave us an opportunity to have a comprehensive understanding of the university, and we were deeply impressed by the university's internationalization and the world-class teaching qualities." A prospective student said, "I am really so proud that there is such a world-class university in Ningbo, and becoming a UNNC student would be my dream."

UNNC plans to recruit 300 Masters students in 11 fields and 40 PhD students on a full-time and part-time basis for the 2009/10 session. The PhD program will focus on areas of research strength including International Studies, English Studies, International Business, Computer Science, International Communications, Sustainable Development and Engineering.
At last weekend’s G20 financial ministers’ meeting, the world’s leading economies agreed on the need to shift their focus from crisis response to a stronger, more sustainable and balanced growth.

China’s growth figures show it has little to worry about in that area. The Chinese economy is strong, having grown 8.9 percent in the third quarter, up from 7.9 percent in the previous quarter. And the country’s budgetary deficit remains low, allowing the government to maintain aggressive lending programs and a vast stimulus package.

Yet the overriding question for international economists at the Globalization and Economic Policy Centre forum at the University of Nottingham’s Ningbo campus in Zhejiang province this week is how to avoid a second financial crisis - a crisis triggered by China.

The obstacles that lie ahead are by no means hidden. With liberal lending - the World Bank puts Chinese government loans at a record $1.27 trillion this year - comes excess liquidity that sloshes around the system, inflating serious asset bubbles. In China, these bubbles are forming in stocks and, especially, the property market.

House prices are out of control in metropolises like Beijing, Shanghai and Guangzhou, making property more expensive than in most UK cities outside London. This, when China’s per capita GDP is 10 times less than the UK’s.

Common sense says this is grossly unsustainable. House prices cannot keep rising given the relative income levels. If prolonged bouts of quantitative easing drive up inflation and interest rates, ordinary people will struggle to meet their mortgage repayments. The bubble will eventually burst, creating the fundamental conditions for a second financial crisis.

Industrial overcapacity in sectors such as steel and coal, too, remains a source of anxiety as the government struggles to rein it in despite the regular issuance of new policy announcements aimed at curbing investment.

Then there is the ever-present dispute over the valuation of the yuan, which was drowned out in the panicky aftermath of the global financial crisis but which is now bubbling back to the surface amid signs of recovery and calls for a new era of global collaboration.
The value of the yuan has been pegged at 6.8 to the US dollar for more than a year now. Western fingers have started pointing again, and the issue will be high on Barack Obama’s agenda when he visits Beijing at the end of this week. This is understandable. China still enjoys a mammoth trade surplus and by allowing the yuan to appreciate, it would help balance global trade.

But the Chinese leadership is worried, and rightly so, that the country’s export sector, on which its economy relies, would take a beating and that hot money would flow over China’s borders spurring on the asset bubbles it is desperately trying to avoid.

In averting potential asset bubbles China needs to act with foresight and be wary of allowing the market to dictate policy. It should work with leading economies to draft coordinated and transparent policies to decide when interest rates should rise, rather than delaying decisions until market forces compel them to do so.

When it comes to the housing dilemma, local governments cannot be allowed to continue to use the property market to boost their revenues while ordinary urban residents struggle to get on the property ladder. Local authorities must look at society as a whole and pay more attention to increasing the supply of low-cost housing.

Taxes should be raised for higher-income people living in apartments of 100 sqm or above. The revenues can then be used to subsidize smaller apartments of 40 to 50 sq m for low-income groups.

Similarly, the government has to be more aggressive in its tax policies toward car owners. Rates should be raised for those who own gas-guzzlers and benefits should be afforded to those who purchase cars with engine sizes smaller than 1 liter.

The central government would also benefit from being more selective in the areas of the economy it bombards with credit. Investment in infrastructure, education, healthcare, the environmental sector and technology is vital for long-term growth.

For example, the benefits of the high-speed train network program are obvious. The journey time from Beijing to Shanghai will eventually be cut to five hours, drastically reducing the number of flights between the two cities. Expansion of the high-speed train network to cities in the less developed western regions of the country will make a huge contribution to more balanced development.

Double-digit growth should no longer be the aim for China. It is the quality of that growth that should count and much will depend on establishing greater equality between coastal and inland - notably western - areas.

Efforts should be made to set up strong growth centers in cities such as Xi’an, Chengdu and Kunming to drive the growth of medium and small cities in those regions. This would create productive employment for local people and reduce the number of rural migrants moving to the already overcrowded coastal cities or to Beijing, where water is scarce.

The Chinese economy is expected to overtake that of the US around 2030.

But of greater long-term importance is how the government can create a sustainable living environment for 1.3 billion people. Social equality is crucial for China’s next 20 to 30 years of development. For this, the leadership will have to approach development much more cleverly than before.

Source: China Daily on 11 November, 2009
Dr. Khurshid Kiani's book entitled Business Cycle Fluctuations and Economic Policy maintains, from the empirical research, that business cycle fluctuations are asymmetrical in G7 countries as well as in 10 Asian countries.

He said that he used the parametric time series models to establish that business cycles fluctuations in five i.e. Canada, Germany, Italy, Japan, and USA out of the seven G7 countries are asymmetrical. However, for the remaining two countries i.e. France and UK, the employed time series models have not been able to pick the type of asymmetries pertaining to the France and UK time series. He then spent almost over eight months in exploring a new methodology for detecting possible existence of business cycle asymmetries in the remaining series (i.e. France and UK series) and finally succeeded in employing a non-parametric technique which is known as artificial neural networks to conclude that all G7 countries' business cycle fluctuations are asymmetrical. The artificial neural network is highly flexible functional form of nonlinear models, a computational method that tries to simulate the structure, inspired by how the neural networks operate.

According to Dr. Kiani, empirical research shows that the effect of a positive shock with reference to the US macroeconomic times series will last for 20 quarters while a negative shock will lasts for 8-10 quarters. Taking various policy lags into considerations, it is imperative that policymakers should employ appropriate models to anticipate the impact of one unit monetary policy or any other shocks on the output in any of the economies studied.

Dr Khurshid Kiani is an Associate Professor at Nottingham University Business School, China. His research work appears in a number of academic journals including Oxford Bulletin of Economics and Statistics and Computational Economics. Other recent books written by him are Business Cycle Asymmetries, Testing Methods and Prognosis Evaluations, and Macroeconomic Time Series and Monetary Policy.
After successfully holding two career seminars, Nottingham Alumni Association Ningbo (NAAN) invited Cui Ying and Jiang Jijie to share their experiences of KPMG with us on the afternoon of November 14th. Cui graduated in 2008 and Jiang graduated in 2009. Both of them were outstanding in their studies as well as their job application processes.

During the seminar, the two guests sat together with other students on the same table and students had a chance to ask questions and talk with them face to face. All the questions raised by students were closely associated with their future career and our guests explained all of them carefully.

Most students were concerned about how to choose a career and what they needed to prepare in order to get the job they wanted. Cui Ying regarded interest as an important factor that influenced one’s choice of career and strongly recommended senior students doing an internship during their year 3 vacations. She explained that those internships could not only give you experience but also help you decide if you really are interested in doing that job. When talking about big and small companies, she said different companies had different advantages and the most suitable one is the best choice. About the preparation of applications both guests advised students to prepare early and remember to gather a large amount of information about relative companies. They talked about interview skills which benefited students a lot.

Apart from answering questions, Cui and Jiang also shared their own interesting studying and working experience with us. Jiang told us of his experience of working in Starbucks for two months and Cui talked about her unforgettable interview before being accepted by KPMG. They also mentioned about their recent life and gave suggestions about work such as “be cautious and try your best not to make mistakes.” Finally, they hoped UNNC could establish an experience sharing forum so that junior students could get help from senior about skills of applying for a job.

Overall, the atmosphere of this seminar was kind and warm and the interaction between students and guests was great. Those senior students who were preparing for applying jobs got practical advice that would make them more confident and increase their chances when applying a job in the future.
On 5th December, 2009 Nottingham Alumni Association Ningbo held its new career seminar. As usual two Alumni came back to our campus and attended the seminar, talking with students and answering questions.

Wang Hui is now working in the International Settlement Department of the Shanghai Pudong Development Bank. She shared her experience of the SPD Bank and talked about the application process and working environment. Zhang Qian is applying to do a PhD in the US. He shared the experience of his undergraduate university life and his strategy for applying for postgraduate degrees in the US.

This was a Q & A seminar so after a short introduction the seminar topics were all based on the students’ question.

The following are some of the Q&As:

**To: Wang Hui**

**Q:** What experience did you get from the working in a bank?
**A:** Firstly, pay attention to details which may influence your career development. Secondly, do not complain about unfair issues. Focus more on the quality of your work.

**Q:** What is the salary level of a freshman in a banking system?
**A:** It depends on the bank. Generally, Chinese traditional commercial banks always offer a relatively lower freshmen salary. The situation of new setups may be better.

**Q:** Is there any difference between applying for a Chinese Bank such as the SPD Bank and an overseas bank such as USB?
**A:** Different banks have different criteria of recruitment. Chinese bank may focus on more traditional qualifications such as CET and academic performance. However, overseas banks may concentrate more on the diverse experience of the candidates and their soft skills.

**Q:** If I want to pursue a career in the International Settlement Department in a bank like you, will it help me a lot if I passed the examination of some certificates? If certificates do not help a lot, could you please give us some tips in job application for a post in the bank’s international settlement department?
**A:** Recently, certificates and majors are not considered first by banks as recruitment criteria. Many banks, such as SPD Bank, prefer...
diverse university background among staff. Therefore, most students of any major can apply for a position in the bank. After entering the bank, there will be a system to support freshmen to obtain adequate skills and knowledge and fulfill the needs of a certain position.

Q: My major is IBL with German. How can I continue keeping my language strengths in the Banking industry since most work does not require English or another language?
A: In SPD BANK, generally, there is no need to have outstanding English communication skills for most positions. Therefore, the language strengths may not be significant in this area.

Q: As a Year 3 student, what should I do to prepare for job hunting next year?
A: The preparation of the job hunting should be done as early as possible. Be sensitive to the job recruitment information.

TO: ZHANG QIAN

Q: Could you please tell me why you plan to apply for a PhD? Do you want to be a teacher in a University? Which schools are you going to apply for?
A: I am interested in studying of politics and history so I decided to give up my job and apply for further study. In the future, I hope to be a political consultant in the Chinese government and to some extent continue my research in this area. I am applying to universities in the US, some of which are in the top 50. Because there are few examples of people applying for a PhD at US universities, it is a little difficult for me.
Due to the good response to the 1st Alumni Sharing Party, the 2nd UNNC Alumni Sharing Party was held on 6th March 2010. Invited by the Career Development Office and the Nottingham Alumni Association Ningbo (NAAN), three outstanding UNNC graduates came back to the university and shared their experiences about their university lives, career development and further studies in the auditorium.

The first alumna Shi Yu has just received a Master degree in Public Administration from Syracuse University which is ranked the top in the US for this subject. She used to study International Studies at the University of Nottingham in China and now is going to begin her PhD study in Syracuse this year. The topic of her speech was ‘To Be Unique’. She emphasized that students nowadays need to have unique features, in regard to educational background, professional background and other experiences such as internships, volunteer activities and competition participation. She also mentioned that we have very useful resources in our campus, such as an English teaching environment and education system, and we should make full use of these advantages to make ourselves different.

Xue Zhixing, who graduated in 2009, is one of the founders of the Yikun Sports company and vice-general manager of the Occitane Jewellery Factory. His speech was about ‘Tradition, Spirit and Responsibility’. Like Shi Yu, Xue also attached great importance to the idea ‘Be yourself’. Furthermore, he said that there were three pre-conditions to run a business successfully: persistence, a good team and passion. When he was asked what a student should do during the four-year undergraduate life, he suggested that everyone should go out to participate in social activities and communicate with others.

Du Ningning graduated in 2008 and moved on to study Msc in Finance, Accounting and Management in Bristol. He then came back to UNNC, pursuing a PhD. Degree in Finance in 2009. He shared the experience of studying abroad and the reason why he came back to UNNC. Du Ningning said that he chose the subject of finance mainly because of his interest. He mentioned that doctoral study is very tough and choosing the right subject and right tutor is extremely important.

According to his words, ‘everyone has his own way to achieve successes’.

In the open question session, students were very active. Several first year students were interested in when to prepare for the GRE test and how to prepare it. Shi Yu responded that the preparation should begin very early and she took the GRE while she was exchanged to the UK. Other students were keen on questions relating to entrepreneurship. Xue Zhixing accentuated the importance of teamwork, and particularly that everyone in the team should be responsible. Over all, this sharing party was very successful and highly praised by our students. They are looking forward to the rest of the events held by the Alumni Association.
What is your impression of the University of Warwick?

The biggest characteristic of Warwick is that you can distinguish different faculties based on their diverse architecture styles. For instance, the education faculty I am studying in is classic and elegant while the architecture of Business Faculty is simple and modern. Like the architecture style, the teaching styles have their own features. This distinctive teaching benefits me a lot. In addition, Warwick has a perfectly equipped stadium and an art center (the second largest one in the UK) and they are definitely heaven for students who love sports and art.

Education is a major which students seem to be familiar with while actually not being so, what do you think of it? Could you give us suggestions on choosing a postgraduate major?

The major of education is divided into three parts in Warwick: one is foreign language teaching and English language teaching is the biggest part of it. Another one is educational studies, which provides different teaching skills. The last one is my major—education research. It is a macroscopic methodology and focuses on analyzing phenomena in the education field on the basis of facts and statistics.

There are abundant majors and my suggestion is to choose the one you are really interested in rather than choosing ones that seem to be popular because you can learn it.

Are there any aspects you are not accustomed to when studying abroad? Have you faced embarrassing situations caused by culture difference?

Actually, I don’t like eating bread. However, bread is the most common food in the UK, so I have to cook myself and now I am adept at cooking!

I have made mistakes and feel embarrassed but I’d like to keep them as secrets today. Anyway, I still encourage students make mistakes, you will learn a lot from them.

What is your opinion about the problem that what you learned does not match your career?

I still remember what the President Yang said: professional boundaries should be vague! You guys should not pay too much attention to the major. Li Kaifu, who is famous in China, has said: “The essence of education is the last thing after you forget all you have learned. The most important is not how much specific knowledge you have learned but the ability you have got when you learn new things and solve new problems. This is the true meaning of college study—this will be the stage you turn yourself from a passive learner to a good independent learner. Even if what you are learning right now cannot help your daily life, you should take each course seriously as well. Although what you have learnt may be lost one day, the ability and the skills you have obtained will be lifelong.”

Of course, it would be very nice if you have recognized where your interest is and have chosen the right major, but never give up if you have not.

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Shen Zheting

0506 IS Major

- University of Warwick-Educational Development, Appraisal and Research
- Founder and 1st President of the Psychology Club
- IS representative student

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about traveling

”Be brave and confident with yourself and find someone who is good with directions. Ask someone who is careful and fully equipped to be your roommate, and finally, have fun!”
You published a book in UNNC, which caused a great stir at that time. What do you do to enrich your spare time at present?

Besides some volunteer activities at the university and a little travelling, I have been doing two things: one is looking for funds and donations to help kids of Sichuan Shimiao:

http://www.tianya.cn/publicforum/content/free/1/1629825.shtml

If you have time, please promote them in UNNC so that more people will care about them. Another one is holding a series of activities related to Chinese culture. This Saturday, we will hold a China New Year Day event in the local church. Wish everything goes well.

What is your plan after graduate? Like what kind of job you will hunt for? Will you go on studying and have you planned to stay in the UK?

I have always dreamed to work in the education area and my final goal is to establish my own education corporation. I sincerely welcome students who are interested in education to join me. However, I still want to go back to my hometown, Huzhou. I am the only child in my family, so I want to work and live close to my parents so that I can take care of them. I am a homesick person thus I never think of staying in the UK.

Hu Tuo
0506 IS Major
London School of Economics and Political Science (LSE) – Chinese Study
Previous NAAN member

It is widely known that the London School of Economics and Political Science (LSE) is a university with very high reputation, what do you think about it?

The academic atmosphere of LSE is great, especially in social sciences’ field. It has the world’s largest social science library with abundant reading materials. We don’t need to worry about the shortage of core readings because there are dozens of copies. However, the academic level of students here is not as high as I thought before. There are indeed some talented students with strong academic background but they only occupy a small proportion. Of course, maybe I haven’t met many. Besides, the study is relatively intensive here because we have lots of projects and readings. Just like in UNNC, independent study is very important. The teaching system of LSE is complete but the academic level of faculty staff are not always the same. Since LSE is near the center of London, many important lectures are held here and you are able to see outstanding people in political and economic fields and get valuable information from their speeches. You may even get a chance to talk with them! However, the location of LSE can be regarded as a disadvantage at the same time. Our teaching buildings are on the street and it is almost totally open to the outside.

Finally, there are various social activities in LSE, unfortunately, as a one-year post-graduate student, I did not experience much. LSE has students from different countries and Chinese students make up a large percentage, only after Americans and British. You are exposed to diverse cultures and thoughts and that can benefit your research.
Your major is quite distinctive, what’s the story behind your decision?

In fact, my major is Chinese Studies which belongs to Anthropology. Since this course is inter-disciplinary, the choices are relatively wide; you can choose different kinds of research topics based on your interests, reading and modules. For example, I mainly focus on the study of Chinese contemporary political and economic issues, while others may focus on changes in social and cultural fields. As a Chinese student studying abroad, studying Chinese issues through different perspectives is a good choice. My future academic research will continue to be in Chinese studies.

What are the similarities and differences between the study in UK and UNNC?

In fact, I think the differences are not huge. Thanks to the study in UNNC, I could adapt to the study here much easier than students from other domestic universities. Some of those students even did not know how to write references. In terms of the teaching system, LSE is more mature and the academic materials or resources are sufficient and can be easily downloaded. The same as in UNNC, independence is important in LSE. We have essays in the middle of the semester rather than for the whole semester in UNNC. For instance, some economic students have daily class assignments and tutors mark the assignments every week. Anyway, my major is related to qualitative analysis and thesis writing, so I can only share my own experience about IS and IC courses. In a word, UNNC students who go to LSE have no significant difficulty in academic study, but your academic performance depends on yourself.

How did you spend your Christmas and New Year in the UK? Anything you want us to notice?

I lived in a student’s dormitory which has many Chinese students, so I spent my Christmas holiday with them and we had a hot pot. In order to prepare the dissertation, I stayed in London all Christmas. During that time, several friends came to London and we went out for a short trip.

During the Spring Festival, I went to Nottingham and had a dinner with my IS classmates at the home of a tutor who taught me before at UNNC. At that tutors’ home, we ate dumplings. I was just a participant of these activities, not the organizer, many arrangements and trips were planned in advance, so I am not able to give you any advice on travelling in the UK. One thing you need to notice is that the tickets are expensive, if you often go out, you had better get a young person card.

What is your future plan? Further study or find a job? Stay in UK or come back?

I prefer to study for a PhD, but not in the UK. I am considering going to the US. However, I have to point out that even though I have got a Master’s degree from the LSE, I still have to take the GRE and TOFEL exams in order to study in the US. There is no exception for top universities such as LSE. Moreover, you need to have a specific direction and strong willingness to pursue a PhD degree. According to my tutor, even in LSE there is still a percentage of doctoral students who give up their study before finishing the course. Now my research subject has no specific direction so that I don’t want to study a PhD immediately after graduation. Nevertheless, I have made no decision about where to work right now. It requires high academic research ability to work as an intern in a Think Tank, especially for students whose study is mainly focused on pure academic theories. Of course, some classmates are also considering going back, which is a practical choice as well.
Do you have any suggestions for our junior students in terms of study and life in UK?

The suggestion depends on your purpose of coming to the UK. If you want to further your study, I believe it is a good choice because UK has traditional strength in qualitative analysis, especially in social sciences. In contrast, the US is famous for its quantitative analysis and modules there are more practical and rigorous than those in the UK. Actually, the number of top universities in the UK is limited and the teaching qualities of different universities vary. Thus when choosing a university, you should consider its rank in that specific major and remember to look at the course details and other relevant information on the website (if not available, email them to ask for the course details) and check whether there are courses that interest you.

Generally, tutors in UNNC would know more about their academic field and related universities, so try to contact your tutors to get more details and useful information. Next, it is hardly possible to study and have a part-time job at the same time, unless your reading ability is as good as a native speaker. (If not, you could find it hard to finish the course pack and essays, not to mention the free time for work).

About living, as different universities have different styles and LSE is a unique one (an open university in the central London), so I can only provide some suggestions to those who want to study in London. Considering the high living costs in London, where a meal will cost 4-5 pound, unless your family is wealthy, you’d better go shopping to Tesco or Sainsbury frequently (those are the most widespread and relatively cheap supermarkets) and cook by yourself, especially if you dislike western or microwaved food (pasta or mashed potatoes are often on sale, while Chinese and Indian food are relatively expensive). Therefore, it is necessary for you to improve your cooking skills. Not much advice on clothes but housing could be a big problem. If you are with some friends, it is OK to rent together, but you’d better arrange it before coming, unless you have rented in advance. If you want to live in the university, remember to apply for accommodation as soon as you receive your conditional offer. Remember to check the transportation around the house and the distance to the university because the transportation costs in the UK are quite expensive. The price of the Tube jumps sharply, especially when you cross the Zones. So if you can walk, just walk (I walk to university every day and regard it as exercise).
How was your Spring Festival?

This Spring Festival, of course, I made dumplings. I had New Year’s Eve dinner and watched the Spring Festival party with my friends from UNNC. There are a lot of Chinese in Birmingham, so the festival atmosphere is better than other cities. There were lots of advertisements about Chinese New Year on the streets and celebration activities in the city on New Year’s Day. In China Town, a large number of lanterns hung outside stores and all the restaurants were full of people. The Chinese Spring Festival is becoming very popular among foreigners.

Being away from home, we have to look after ourselves especially for students studying abroad. How do you feel?

At the beginning it was really hard for me to adapt to a new environment, England is very cold in September. Cooking by your own is the basic skill, almost everyone knew nothing about cooking before coming to the UK, but now everyone is an expert. Of course, you can choose chips and pasta if you are sure you can eat them 3 times a day.

What do you think about Birmingham and Aston?

My first impression of Aston was that it is too small, although previously I felt that UNNC is small too. Aston is in the centre of Birmingham, where there are a lot of shopping malls. The study is very intensive. There is no revision week, which is unfavorable for students who are not a quick learner. The whole master program is divided into three terms, every term has ten weeks. The exam mode here is very different from UNNC, which is difficult for me to adapt to at the beginning. Firstly, all the questions here are compulsory; there is no chance for you to choose your exam questions from available questions. Secondly, lots of exams are case studies with open books. Usually the cases will be given to us two weeks before the final exam and we have two weeks to prepare for the exam. In the exam, you need to answer six questions in three hours. It is so intensive that you have no time to look up to the book.

There are a plenty of group work normally, in average we have to hand in a group work every week, thus group meeting is frequent and the interaction in classes of Aston may be more than that of UNNC.

Birmingham always competes with Manchester for the second biggest city of England. In my opinion, Manchester is better that Birmingham, because Birmingham is a city that has no characteristics. There are a lot of Chinese people here. The transport here is very convenient as this city is actually a transport hub. By the way, Birmingham is near Coventry and Nottingham. It is only about half an hour’s drive and it is therefore convenient to see my friends in the University of Warwick and Nottingham.

Have you travelled to other cities in England?

It is really a pity I have not traveled to many places. I have just been to London, Nottingham, Lancaster and Manchester. It is easy to travel by yourself in England, you can go everywhere by buying a train ticket. As a UNNC student traveling is more convenient, you will never be lost because your friends are spread over every corner in England. Most of the traveling in England can be finished in one day, but if you want to live outside you can go to the Hostel, but they are expensive and do not even provide a towel or toothbrush and toothpaste. London is a beautiful city; you can take any subway and bus by buying a day trip card. The subway in London is well designed and constructed, leading to most of the interesting places that deserve a visit.

What is your opinion about finding a work and applying for a master?

This wholly depends on your own interest. My suggestion is that if you have a good job offer do not give it up. It is more difficult for us to find a good job than to apply a good university. Apart from that, many offers can be deferred. The first job is the beginning of accumulating experiences which will be useful for applying a master program in the future. Of course, if you really like study or research, go ahead and apply for a master!
Could you briefly introduce your intern experience?

I started working for many companies during the summer vacation very early because I wanted to get access to the real business management style. I worked for an accounting firm in Shen Yang Province a year and a half ago, and last summer I worked at Alibaba as an intern.

What did you feel most strongly about Alibaba? In addition, what did you learn from it?

The internship in Alibaba made a deep impression. Although I didn’t see Ma Yun, the founder, chairman and CEO of Alibaba Group, this internship in Alibaba was still great. I was impressed by its relaxed working atmosphere. In Alibaba, the kind of work attendance checking system-coding- which is used in most Chinese companies, does not exist. However nobody is late for work or leaves early.

As an intern, a lack of real work experience leads to certain difficulties. My job there was about market analysis. When I searched for information, I focused too much on academic value over practical value, and consequently the report was too “inflexible” or “academic”. I remembered once that my boss criticised my report for being too academic and told me that this kind of report could be less helpful for a real business entity. But eventually my efforts paid off as I listened to his advice.

After spending one month in Alibaba, how do you evaluate the enterprise atmosphere there? Is there anything that you can bring to Weaver?

As I mentioned above, the atmosphere there is relaxed outside and intense inside. It is very pleasing and comfortable to get along with the colleagues there, but it is still a very serious thing working there.

I think, through my societies and internship experience, there are a lot of differences between a college society and a real business corporation, like the organisational culture, structure, environment and so forth. Therefore, you cannot just simply bring the ‘good things’ to Weaver, you need to think whether they are suitable for Weaver and will benefit it in the long run.

When it comes to human communication, when you join a new company, it is inevitable that you have no idea what others think. This is very different from the situation at university. For example, I would send the materials and information which I believed useful to my colleagues, but he told me that he felt uncomfortable because he thought my efficiency was too high and my behaviour threatened his position to some extent. I was surprised because sharing useful materials or notes is usual in university, I did not expect that it would cause trouble. I really need to learn more about how to get along with people and deal with affairs in real working environment.
According to your own experience, what do you think are advantages or disadvantages of UNNC graduates when applying a job? Do you have some suggestions for the following school-leavers?

Talking about UNNCers, I think students from UNNC certainly have overwhelming advantages in terms of thinking and self-expression. Not only because of the English teaching environment, but also because of the multinational and multicultural diversity, which are exactly what other universities in China lack. However, the weakness lies in application on the Internet and written examination section.

The experience I can give to the junior is that when they fill in the application form, they should write the school as the University of Nottingham in UK, and the location as Ningbo. The rate to be filtered off will decrease a lot.

Are there any interesting things in Alibaba, could you share with us?

The corporation culture in Alibaba is quiet interesting, which is, every employee must have a nickname, aiming at bring all the workers closer. People in Alipay (Zhifubao) have nicknames come from Chinese literary works; for instance, the president is called ‘Guo Jing’ and we all tried to find him a ‘Huang Rong’. The head of my department is ‘Jia Wan’ and HR department has a nick name of ‘Qin Wen’. I was named Xiao Sen there. Colleagues in one department go to dinner together. In spite of the fun part, working in Alibaba is hard; numerous efforts were required to finish the mission.

Weaver is one of the top societies in UNNC. As the president, what factors do you think drive Weaver to today’s position?

Concerning Weaver, in my opinion, Weaver is a smelter. The biggest characteristic of weaver is diversity, there are a variety of people come from different areas and have different thinking styles. As the leader of this organisation, I truly believe that diversity is the most important treasure of weaver; it broadens our outlook, allows us to think from different perspectives, and keeps us feeling dynamic. I appreciate and encourage diversity and try to make all members feel recognised, valued and appreciated. Now weaver is a smoothly growing organisation within which members share a sense of family with each other.

The previous two Weaver presidents are all excellent persons. As the successor, do you have any pressure? What is the difference between your leadership style and theirs?

Of course I am taking lots of pressure being the president of such a big organisation; especially since my former two presidents are very smart and talented people. My managing approach is learning from each other's strong points and overcoming his or her weaknesses as well as being people-oriented.

It is obvious that managing a student society takes a lot of time, how do you balance the study with your extracurricular activity?

It seems that a lot of people think managing a student society will have an adverse impact on our study. I would be lying if I totally deny that. Managing Weaver takes up a lot of my time, especially in my junior year in college, which as you know is one of the most important periods at UNNC. I nearly freaked out during that period because I had to deal with numerous Weaver projects while the pressure of school work is also quite high. However, efficiency is the solution. And because I am used to this busy lifestyle in Weaver, I can handle tough situations much better than other students. Accordingly, experience of working under pressure contributes to my study instead of affecting it negatively.
On December 11th 2009 the Baidu Online Charity competition entered its finals. 14,427 teams participating in this contest since it started on 15th June. Out of the 30 teams left in the final, UNNC SIFE's (Students in Free Enterprise) Beevelop (Bee Development) Project stood out among the other competitors and won third place in the competition.

Baidu Inc. provided RMB 1.2 million online resource and RMB 5,000 cash to SIFE's Beevelop Project to further help disadvantaged groups. The Beevelop Project team also took part in the professional training provided by Baidu marketing experts, famous entrepreneurs and experts from China Europe International Business School.

The team members said their success in the "Baidu Online Charity" competition gave them confidence in the upcoming SIFE competition in China and also boosted the morale of the team.

UNNC SIFE's Beevelop Project has won the third place in the Baidu Online Charity competition.

Besides, this competition was a good chance for the public and the media to understand The University of Nottingham Ningbo, China. Lili, Deputy Secretary-General of China Foundation for Poverty Alleviation, said, "UNNC SIFE's Beevelop Project team carried out some accurate marketing research both in the aspect of the market outlook and in the aspect of the current consumption situation. The whole team cooperated really well and achieved great success."

As a new attempt of Charity Bazaar and Fundraising, the sweaters will be sold without profit and business purpose in UNNC.

YVA Sweater Charity Bazaar and Fundraising

At the very beginning of the new semester, YVA Sweater Charity Bazaar and Fundraising will be held on UNNC campus on Match 3rd and 4th filling with energy, love and selflessness.

The sweater shows individuality with its black appearance, and shows youth by the words “YOU ARE NOT ALONE”.
Volunteer recruitment for 2010 EXPO Shanghai

On 4 December, an opening ceremony marking the start of the volunteer recruitment for 2010 EXPO Shanghai was held at The University of Nottingham Ningbo, China (UNNC). 120 volunteers will be recruited in Ningbo to support the forum with the theme 'Information and City Development' which is part of the Expo and will be held in Ningbo in May next year. The volunteer services will include assistance in escorting, receiving, medical support, information providing and management.

UNNC students have showed great interest in supporting the Expo and up till now more than 250 applications to volunteer have been received. The application is being facilitated by the Young Volunteers Association who have just won a place in the "Top Ten Volunteers in the Chinese Museums".

UNNC Art Troupe invited to perform at the Shanghai World Expo 2010 Music Festival

The Shanghai World Expo 2010 will be held from May to October in Shanghai. The Music Festival that will be held from 3rd to 17th July and will be one of the most important activities in the Shanghai World Expo. The UNNC Art Troupe has been invited to perform.

The students from Harvard, Yale and Cambridge Universities as well as hundreds of other world-leading universities will attend this festival. This music festival aims to provide opportunities for young people from all parts of the world to participate in the Shanghai World Expo and make friendships with other young people from various countries through culture and art.

http://www.nottingham.edu.cn/
Find out more about upcoming events, see what's going on in your favourite society or read past event reports.
## Career Events 2010

The Career Development Office has hold series of career events on campus

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For more information about career events, please visit the Career Development Office website: [http://career.nottingham.edu.cn](http://career.nottingham.edu.cn)
Nottingham Alumni Association Ningbo

Regular Service For alumni:

- Alumni Magazine
  - Two issues for each semester
  - Deliver news and information for all the alumni

- Annual Alumni Party
  - In June or July
  - Invite all the Nottingham alumni in China back to UNNC for reunion
  - Professors and enterprise representatives are also invited

Newsletters and Career services

- Please refer to our webpage and contact the career development office

For current students:

- Career Seminar
  - Twice a month and six seminars in total for each semester
  - Experience and advice about study, postgraduate and job applications from alumni, professionals and staff

- Alumni Sharing Party
  - At the beginning of each semester
  - Experience and advice about postgraduate study and job applications from alumni

Please pay attention to NAAN emails about other programs!

Contact Us:

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Career Development Office website: http://career.nottingham.edu.cn

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Nottingham Alumni Association Ningbo

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