



Nottingham University  
**Business School**

UK | CHINA | MALAYSIA



# Nottingham University Business School China 诺丁汉大学商学院（中国）



International·Interactive·Innovative

[www.nottingham.edu.cn/cn/business](http://www.nottingham.edu.cn/cn/business)

# Nottingham University Business School China

## 诺丁汉大学商学院 (中国)

Located in Ningbo, one of China's most entrepreneurial and business-orientated cities, Nottingham University Business School China (NUBS China) delivers first-class business programmes at undergraduate, postgraduate and executive levels. Our diverse business school, with faculty from around 30 countries and regions, provides an international learning environment. Additionally, small-class teaching, tutorial system and multi-dimensional evaluation system truly emphasise students' individualised, as well as comprehensive development. Currently, NUBS China has more than 2700 undergraduate students, over 280 master students and over 100 PhD students.

By utilising our unique global footprint, NUBS China is committed to shape the future of responsible business and management in an increasingly inter-connected world.

座落于中国最富于创业精神与商业视角的城市之一——宁波，诺丁汉大学商学院 (中国) 旨在提供一流的商科课程，涵盖本科、研究生、博士生以及高级管理培训。学院拥有来自全球近 30 个国家和地区的教职员工，所有课程均采用全英文授课方式，小班化、导师制和多维度评估方式的教学模式更是充分重视学生的个性化和综合能力发展。目前商学院有 2700 多名本科生，280 多名硕士研究生以及 100 多名博士生。

借助我们独特的、遍布全球的资源，诺丁汉大学商学院 (中国) 致力于在日益紧密联系的世界，塑造有责任的商业管理格局，培养具有国际视野、适应全球化发展的未来商业领袖。

## Our Approach

### 教学理念

International, Interactive, Innovative  
国际化、互动式、创新性

#### International

The content of our degree programmes has a sharp international focus. Our lecturers and teaching fellows are recruited from the top universities and research institutes around the world, bringing vital global perspectives to all our students.

#### 国际化

课程内容具有宽阔的国际视野。我们的教学人员均来自世界顶尖大学和研究机构，这为我们所有的学生带来了丰富的全球视角。

#### Interactive

Our interactive teaching focuses on student involvement in seminars, lectures and workshops. We encourage lively discussion and debate between students and lecturers in order to create an intellectually stimulating study environment. We also encourage the interaction between class and business in real situation through student consulting and internship programmes.

#### 互动式

互动教学注重学生在研讨会、讲座和工作坊上的参与度。通过鼓励学生和讲师之间展开激烈而正面的讨论和辩论，我们致力于营造一个激励思维的学习环境。此外，我们亦注重理论与实践相结合，通过各种学生咨询和实习项目加强学生对于商业实况的理解。

#### Innovative

Our course content is creative and original, helping you to be innovative in business. We emphasise real-life, topical case studies, so that you are analysing issues that are highly relevant in the world of commerce and industry.

#### 创新性

课程设置富有创新和创意，旨在培养学生在商业环境中的创造性。我们强调真实、典型的案例学习，旨在让学生接触到具有现实意义的业界课题。



## Welcome from the Dean

### 院长寄语



Professor Martin Lockett  
马丁·洛克特教授

Dean and Professor in Strategic Management  
Nottingham University Business School China

诺丁汉大学商学院 (中国) 院长，  
战略管理学教授

The University of Nottingham is a truly global institution with campuses in the UK, China and Malaysia – and consistently ranked as one of the top 100 universities worldwide.

At NUBS China you will study for an internationally recognised degree taught by highly qualified faculty from around the world. This wealth of international experience ensures that all our programmes prepare students for the challenges of operating in a global business environment as well as meeting the demands of working in China. In the meanwhile, we emphasise the development of leadership qualities and aim to help you unlock your entrepreneurial flair so that you can thrive in all your business endeavours.

Welcome to NUBS China!

作为一所世界级百强名校，诺丁汉大学是一所名副其实的世界大学——英国、中国和马来西亚都有我们的分校。

在诺丁汉大学商学院 (中国)，学生们完成学业后将被授予与英国诺丁汉大学一致的学位证书。与此同时，来自世界各地的高质量教员，带着他们丰富的国际经验将最大程度地确保我们的教学能让学生具备在全球商业环境中应对挑战的能力，并对中国日益发展的商业需求做出响应。我们始终强调对学生领导能力的培养，创业天赋的发掘，使学生们能够在复杂的职场环境中茁壮成长。

诺丁汉大学商学院 (中国) 欢迎您！

## Accreditations and Rankings

### 认证与排名



The QS World University Rankings 2019 ranks us 96<sup>th</sup> in the world  
2019 年 QS 世界大学排名位列第 96 名



36<sup>th</sup> of all Chinese universities in Management discipline ranking  
2019 年世界大学学术排名中 诺丁汉大学位列管理学科中国第 36 名



Awarded Gold in the Teaching Excellence Framework  
英国教学卓越框架金奖认证



One of the 176 accredited business schools in 42 countries by European Quality Improvement System  
欧洲质量发展认证体系高品质认证



United Nations PRME Champion School  
联合国 PRME 领军学校



澳大利亚注册会计师公会



英格兰及威尔士特许会计师协会



特许金融分析师协会



国际精英商学院协会

Ningbo Municipal Key Discipline and Programmes

- Business Management
- Finance, Accounting and Management; International Business
- 宁波市高校重点建设学科和专业
- 工商管理
- 财务管理
- 国际商务



特许公认会计师公会



英国特许市场营销协会



特许管理会计师公会

## NUBS China by the Numbers

### 诺丁汉大学商学院 (中国) 大数据



#### Internationalised School 国际化院系

130+ Staff 教职工 30+ Countries and Regions 国家和地区

90%+ Holds PhD Degree from top universities worldwide, such as University of Cambridge, University of Oxford, University of Chicago and Peking University. 拥有博士学位，其中多数毕业于世界顶级大学，如剑桥大学、牛津大学、芝加哥大学、北京大学；

#### Diverse Students 多元化学生

2700+ Undergraduate students 本科生

380+ Graduate students 研究生、博士生

50+ Countries and regions 国家和地区



#### Overseas Experience 海外经历

100+ Partner universities 合作伙伴大学

30+ Countries and regions 国家和地区

126 overseas internship or volunteer programmes 126 个海外实习或志愿服务项目

## Research Centres

### 研究中心

Being located in Zhejiang, one of China's leading provinces for business and entrepreneurship, provides us with many opportunities. Through joint research activities with colleagues, co-authors in international universities and collaborators in local institutions, we seek to build a base of knowledge on China that contributes both to academic dialogues and underpins our teaching programmes.

- Centre for Inclusive Finance (CIF)
- Ningbo Centre for New Structural Economics (NSE)
- Nottingham China Healthcare Institute (NCHI)
- UNNC-NFTZ Blockchain Laboratory (UNBL)
- Zhejiang Provincial Branding Academy (ZBA)

诺丁汉大学商学院（中国）地处中国最富创业精神和商业氛围的省份之一浙江，这一绝佳的地理位置为我们的教职员开展研究提供了源源不断的机会。通过与同事的联合研究，国际性大学间的合著，以及与地方机构的合作，我们希望就中国商业社会这个研究范畴建立起一个在学术对话和教学巩固方面都有贡献的知识体系。

- 普惠金融中心
- 宁波新结构经济学研究中心
- 诺丁汉中国医疗保健研究所
- 宁诺 - 保税区区块链实验室
- 浙江省品牌学院

## Academic Departments

### 院系设置



## Degree Programmes

### 学位课程

#### Undergraduate Programmes 本科课程

##### BSc (Hons) Finance, Accounting and Management 金融财务与管理理学学士

This programme a comprehensive undergraduate education in finance and accounting, coupled with a fully integrated understanding of the theory and practice of management in different organisations. In particular, the programme provides a strong interdisciplinary core of material in accounting and finance theory and practice, focusing on the modern firm and its financial environment.

该专业旨在为本科生提供金融与财务领域的全方位教学，同时结合管理学理论和实践加深学生对于不同组织管理的理解。尤其是，该课程涵盖金融学与会计学领域的跨学科理论知识与实践操作，并格外关注现代企业及其金融环境。

##### BSc (Hons) International Business Economics 国际商务与经济学理学学士

This programme provides a practical grounding in economic theory with a particular focus on its application to the Chinese economy and its business environment. It includes elements of quantitative analysis, organisational behaviour, management, computing and strategic problem solving skills.

该专业关注经济学理论及其应用，尤其注重经济学理论在中国经济及其商业环境中的运用。课程内容包含定量分析、组织行为学、管理学、计算机应用以及战略问题处理技巧等。

##### BSc (Hons) International Business Management 国际商务管理理学学士

This programme provides a comprehensive education in the theory and practice of business management. The emphasis is on international business issues. The programme focuses on the concept of the organisation and its operating environment.

#### Masters Programmes 硕士课程

##### MSc Entrepreneurship and Innovation Management (1 year full-time) 创业与创新管理理学硕士（一年全日制）

This unique and highly innovative masters degree programme gives a taste of what it is like to run your own business and will appeal equally to aspiring entrepreneurs and those seeking leadership positions within larger organisations. Through the programme, students can see first-hand how business works in China and can develop an understanding of how to engage effectively with international partners and clients.

该独具特色并且高度创新的硕士专业将给打算创业的学生提供专业与实践相结合的教学。该专业对于有抱负的创业者或希望在大公司担当高层领导职务的人也极具吸引力。通过一年的专业学习，学生们可以学到中国商业运作方式的第一手知识，并能够了解如何有效地与国际合作伙伴和客户打交道。

##### MSc Finance and Investment (1 year full-time) 金融和投资理学硕士（一年全日制）

This programme provides a full-time course for those seeking positions in finance and investment. The programme is based around the three main classes of capital investment activity - equity markets, fixed interest markets and derivative markets.

It provides an understanding of the way in which organisations might be able to operate more effectively in the modern world.

该专业旨在为学生提供商务管理方面的通识教育，侧重于国际商务这一领域，尤其关注学生对企业机构及其运营环境方面的理解，培养学生对企业如何开展高效运作的认知。

##### BA (Hons) International Business with Communications Studies 国际商务与国际传播学文学学士

This programme provides a broad education in the theory of and practice of business management, with an emphasis on international business issues, language and communications. The combined degree aims to provide a better understanding of the way in which organisations might be made to operate more effectively in the communications-dominated contemporary world.

该专业旨在为学生提供商务管理理论与实践方面的通识教育，侧重于国际商务、语言与传播学等课程，这一综合性的学位课程旨在让学生深入理解传播学，以及在这个传播主导的当代世界中企业该如何高效运营。

##### BA (Hons) International Business with French / German / Spanish / Japanese / Chinese 国际商务与法语 / 德语 / 西班牙语 / 日语 / 汉语文学学士

This programme provides theoretical and practical grounding in the key disciplines of modern business. Students develop a competence in an Asian or European language, together with an appreciation of important management issues.

该专业旨在就现代商业的关键性问题为学生的理论认知和实践操作打下扎实的基础。学生在理解管理学课题的同时，还将学会一门亚洲或欧洲语言。

Participants in the MSc Finance and Investment Programme can also use the dissertation component to concentrate in depth on a finance and investment topic according to individual interests and career requirements.

该专业为有意从事金融及投资的学生提供全日制课程。课程内容主要基于三个类别的资本投资活动：股权市场、固定利率市场和金融衍生品市场。就读金融和投资理学硕士的学生还可结合个人兴趣和职业发展需求在论文撰写阶段深入研究金融与投资问题。

##### MSc Finance and Investment (Professional Accounting) (2 years full-time) 金融和投资理学硕士（研究方向：专业会计）（两年全日制）

This programme will equip students with advanced accounting skills, technical proficiency and leadership traits sought by leading public accounting firms. The programme includes two internships with BDO, Moore Stephens international accounting firm and Lixin Zhonglian, and will provide students with the experience of solving complex problems in unconventional settings to prepare them to make an immediate impact in public accounting, providing real-world grounding in best accounting practices.

该专业致力于培养会计师事务所寻求的拥有高级会计技巧、技术能力，且兼具领导才能的人才。该专业的学生将有机会在立信

会计师事务所 (BDO) 宁波分所, 马施云国际 (Moore Stephens International) 与立信中联 (Lixin Zhonglian) 实习。通过该专业的学习, 学生将深入了解如何解决非常规环境中的复杂问题, 使他们在工作中做出迅速反应。

### MSc International Business (1 year full-time) 国际商务理学硕士 (一年全日制)

This programme aims to develop knowledge and skills in fundamental management disciplines, while also including specialist modules in various areas of international business. This is a 'conversion' masters programme for students without a basic degree in business/management and related areas. With the global economy increasingly influencing the business world, this programme provides non-business school graduates with a solid foundation in international business theory and practice.

该专业旨在培养学生商务学领域的知识和技能, 同时涵盖国际商务各个领域的专业课程。作为一个为没有商业/管理相关背景的学生而设的“转换型”专业, 该专业将为非商科毕业生就国际商业理论和实践领域打下扎实的基础。

### MSc International Management (1 year full-time) 国际管理理学硕士 (一年全日制)

This programme furnishes students with advanced knowledge and facilitates the development of professional and interpersonal capabilities relevant to international and cross-cultural management, to prepare them for careers in international organisations and multicultural work settings.

该专业仅向拥有管理学基础的申请者开放, 旨在促进他们进一步发展与国际化和跨文化管理相关的职业技能和人际交往能力, 帮助学生在国际化机构和多元文化环境中就业做好准备。

### MSc International Management (Business Analytics) (1 year full-time) 国际管理理学硕士 (研究方向: 商业分析) (一年全日制)

Business Analytics is an increasingly critical component in preparing organisations to solve 21st-Century business challenges

*Note: For students who need degree verifications from the Chinese Ministry of Education, please note the verification document only states the degree titles without the specialisation in brackets.*

*注: 教育部学位认证文件只显示专业名称, 不显示括号内研究方向名称。*

## PhD Programme 博士课程

At Nottingham University Business School China, we are committed to train the next generation of business scholars. We offer PhD opportunities in many areas of business with supervisors available for a wide range of interests and with excellent facilities on campus. Additionally, the PhD Programme offers flexible supervision between NUBS China and NUBS UK. The research areas include, but not limited to:

- Accounting
- Economics
- Entrepreneurship and Innovation
- Finance
- Human Resource Management
- Information System
- International Business and Strategy
- Organisational Behaviour
- Operations and Supply Chain Management
- Marketing

and support data driven decision making. Graduates of the programme will have gained the necessary skills and knowledge in a range of fields, including business operation, database, statistics, informatics, data analytics, machine learning and big data technologies in real world business contexts.

商业分析在应对 21 世纪的复杂商业挑战, 及解决数据驱动型决策制定方面已显得愈发重要。该专业的学生将在真实的商业环境中获得包括商业运营、数据库、统计、信息学、数据分析、机器学习和大数据技术等领域的必要技能和知识。

### MSc International Management (Marketing) (1 year full-time) 国际管理理学硕士 (研究方向: 市场营销) (一年全日制)

This programme is designed to develop your understanding of key areas in consumer behavior and consumption, marketing management, strategy, analytics and critical marketing. Thanks to a partnership with the Chartered Institute of Marketing (CIM), students can have the opportunity to acquire the CIM Diploma in Professional Marketing after your graduation.

该专业旨在培养学生对消费者行为、营销管理、销售战略、销售分析和批判性营销等领域的理解。通过与特许市场营销学院 (CIM) 的合作, 学生在毕业后有机会获得 CIM 专业营销文凭。

### Masters in Global Management (Forthcoming\*) (1 year full-time) 全球管理理学硕士 (即将开放申请\*) (一年全日制)

This programme is a full-time tri-campus programme for high-potential students seeking a global career in business. This new programme will develop fundamental and practical knowledge in the main disciplines of management, as well as key skills for personal development.

该专业是一个诺丁汉三校联合培养项目, 旨在培养寻求全球业务发展的高潜能学生。通过该专业的学习, 学生将深入理解管理学的相关知识和实战技能, 并进一步掌握个人发展的重要技能。

*\*expect for 2020 or 2021. Please visit NUBS China's official website for its official enrollment date.*

*预计将于 2020 年或 2021 年正式入学, 请关注官网了解更多信息*

诺丁汉大学商学院(中国)博士课程旨在培养未来商业教育精英学者, 我们在商科的大多数领域提供博士研究项目, 包括但不限于:

- 会计学
- 经济学
- 创业与创新学
- 金融学
- 人力资源管理
- 信息系统
- 国际商务与战略
- 组织行为学
- 运营与供应链管理
- 市场营销

我们为这些项目配备了一流的师资力量, 包括英国校区的教授共同指导, 同时拥有先进的校园设施。

## Exchange Programme (Apply to Undergraduates)

### 交换生项目 (限于本科)

The university of Nottingham Ningbo China offers various opportunities for students from around the world to complete a semester or a year of study at our university, as well as provide our students with chances of studying at our partner institutions overseas. Regarding the Exchange Out and Study Abroad Programme, students can spend one semester or, in some cases, up to one year studying at another university overseas. Below are a few of the many universities:

- University of Melbourne (Australia)
- University of British Columbia (Canada)
- University of Glasgow (UK)
- University of Nottingham (UK)
- University of Florida (USA)
- Waseda University (Japan)
- Copenhagen Business School (Denmark)
- KEDGE Business School (France)

宁波诺丁汉大学为来自世界各地的学生们提供有一个学期或一整年不等的各种学习机会。与此同时, 也为我校学生提供了各类在海外合作院校学习的机会, 学生可以选择在海外某一所大学学习一个学期, 有时甚至长达一年。合作伙伴院校举例:

- 墨尔本大学 (澳大利亚)
- 不列颠哥伦比亚大学 (加拿大)
- 格拉斯哥大学 (英国)
- 诺丁汉大学 (英国)
- 佛罗里达大学 (美国)
- 早稻田大学 (日本)
- 哥本哈根商学院 (丹麦)
- 凯奇商学院 (法国)



## Business Engagement

### 业界交流

Our links with organisations are extensive and their input is invaluable. By engaging with some of the world's largest companies and dynamic small and medium-sized enterprises while studying with us, you will be inspired by great speakers, develop a relationship with a mentor, and be exposed to the business world.

Additionally, NUBS China Advisory Board provides strategic advice to support NUBS China's current development and future activities. Board members include distinguished leaders from private and public sector organisations that help to develop strong links with businesses, organisations, and policymakers to ensure the continuing relevance of the School's activities.

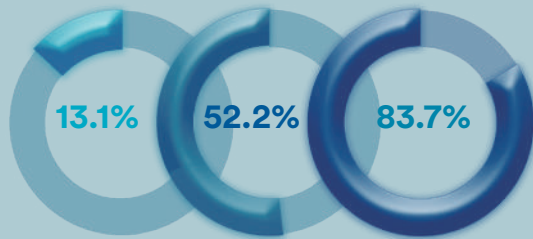
诺丁汉大学商学院(中国)与各企业、机构有着广泛而深入的联系。通过在各类活动中与世界知名大公司和充满活力的中小企业的合作, 我们的学生将受到优秀演讲者的启发, 与导师建立更紧密的联系, 从而更多地接触和了解商业世界。

与此同时, 诺丁汉大学商学院(中国)设立有顾问委员会。顾问委员会由来自学术和业界等社会各界的领军人物组成, 他们不仅对商学院的发展提出建设性意见, 同时还协助商学院与业界、组织及政府加强联系, 以确保商学院各项活动与社会发展紧密相关。



## Careers 升学就业

Further study of undergraduates  
商学院本科毕业生升学情况\*

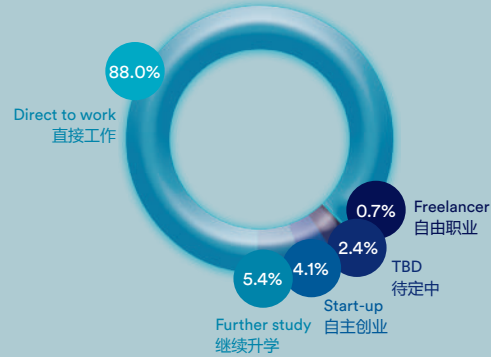


Top 10 universities  
61 人进入世界排名前 10 大学

Top 50 universities  
244 人进入世界排名前 50 大学

Top 100 universities  
391 人进入世界排名前 100 大学

Career and employment of postgraduates  
商学院硕士生去向\*



\*所有数据来自 2018-19 学年就业质量年度报告

### 就业举例



### 升学举例



## Words by Graduates 毕业生语录

“ My degree programme is very comprehensive in shaping people. The major modules such as International Business Strategy and Marketing Management focus on cultivating our ability of thinking as well as soft power, which enables me to form a macro understanding of all aspects of enterprises. Elective modules allow me to learn mathematics, finance and other skills in subdivision directions that I am interested in. The four years at NUBS China enables to me form a clearer understanding of myself and further improved my ability to deal with complex things. 国际商务管理专业对人的塑造是很全面的。主修的战略、营销等管理课程重在培养思维、软实力，让我对企业的方方面面有一个宏观的了解；选修课则让我学到了数学、金融等细分领域更加技能性的东西。大学四年让我更清醒地认识了自己，并进一步锻炼了自己处理复杂事务的能力。”

### Wen Jie 文婕

BSc International Business Management, Class of 2019  
国际商务管理理学学士 2019 届毕业生

Currently, Jie is studying Integrated Marketing Communications at Northwestern University, which is ranked 1<sup>st</sup> in marketing and 4<sup>th</sup> in business in U.S..

文婕毕业后进入全美营销和商科排名中分别位列第一和第四的美国西北大学攻读整合营销传播学专业

“ The entrepreneurial experience in the University of Nottingham Ningbo China, along with the financial and business knowledge I have learned at NUBS China enable me to view entrepreneurship more rationally.

在宁诺的创业经历和所学的金融商业知识让我能够更加理性地看待创业。”

### Zhao Xuechen 赵雪琛

BSc Finance, Accounting and Management, Class of 2019  
金融财务与管理理学学士 2019 届毕业生

Currently Xuechen is studying entrepreneurship in Bobson College in U.S.. The programme has kept its No.1 position in U.S. News for over 20 years, and is listed as one of the most valuable universities with highest ROI by finance magazines like Forbes and Economist.

毕业后赴美国巴布森学院攻读创业学，该专业连续 25 年位列 US News 全美第一，被福布斯杂志、经济学者等著名财经杂志多次评为全美最具价值和投资回报率的大学之一。

“ My degree programme is one of the most complete and well-designed programmes I have ever found. During my previous work, I have realised the correlation between business and technology, so I started to look for a professional programme which could help me better make data-driven decisions.

国际管理理学硕士专业（研究方向：商业分析）是我目前发现的最完整、设计最专业的专业之一。在我之前的工作经历中，我已经意识到业务和技术的相关性，所以我一直在寻找一种专业，一个帮助我做出数据驱动决策所需的工具。”

### Dayana Paredes

MSc International Management (Business Analytics), Class of 2019  
国际管理理学硕士（研究方向：商业分析）2019 届毕业生



### Sadiq M. Falalu (Nigeria) 萨迪克 (尼日利亚)

MSc Entrepreneurship and Innovation Management Graduate,  
Class of 2014  
2014 届创业与创新管理硕士优秀毕业生  
Forbes 30 under 30 Africa, 2018  
2018 年福布斯非洲 30 岁以下优秀创业者

### Safaath Ahmed Zahir (Maldives) 萨法丝 (马尔代夫)



MSc Finance and Investment Graduate, Class of 2015  
2015 届金融与投资理学硕士  
Forbes 30 Under 30 Asia, 2018  
2018 年福布斯亚洲 30 岁以下优秀社会创业者

### Chen Cheng (China) 陈程 (中国)



MSc Entrepreneurship and Innovation Management Graduate, Class of 2015  
2015 届创业与创新管理理学硕士  
Forbes 30 Under 30 China, 2017  
2017 年福布斯中国 30 岁以下精英  
Company listed as 'Forbes Potential List of China's Unlisted Enterprise'  
健身品牌 Monster Guardians 入选  
福布斯中国非上市企业潜力榜

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Please kindly note that the programme information is subject to change. Please feel free to contact us via email or phone for any inquiries.  
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