



Nottingham University
Business School

UK | CHINA | MALAYSIA

2025

**Nottingham University
Business School China**

University of Nottingham
Ningbo China



教育先行
國際交流



Dean's welcome Professor Kok Wei Khong

Dean of Nottingham University Business School China
Professor of Marketing Analytics

Welcome to Nottingham University Business School China !

Our school offers students a British-style education in the heart of the largest economy in Asia. We are proud to hold the prestigious Triple Crown accreditation from AACSB, EQUIS, and AMBA, a recognition shared by fewer than 1% of business schools worldwide. This recognition places us among the top business schools in the world, reflecting our commitment to high-quality teaching, research, industry engagement and responsible management education.

The school is comprised of three departments: the Department of Entrepreneurship, Marketing and Management Systems, the Department of Finance, Accounting and Economics and the Department of International Business and Management. The School offers a range of professionally accredited programmes at undergraduate, master and PhD levels. Our wide range of programmes enables students to curate their own curriculum where they can choose to take modules from other departments or schools. Students also have the opportunity to enrich their experience in our truly global university via two other campuses in the UK and Malaysia.

You will find that students appreciate the cultural diversity on this campus. From a learning perspective, we embrace our differences and learn from each other respectfully and collaboratively. We want to impart to our students the importance of driving businesses towards sustainable and inclusive economic growth for the good of all. Our ecosystem in the school will enable students to be multidimensional so that they will be prepared to face competitive and challenging environments.

Our academics are always ready to nurture our students. They are award-winning scholars who have a wide range of experiences in cutting-edge and impactful research, industry engagement and global outreach. The school also prides itself on having a tireless and amazing administration team that supports the faculty's day-to-day operations. Their commitment ensures smooth workflows and fosters a positive environment for everyone in the institution.

With this, we really look forward to meeting you on campus.



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Welcome to the Business School
2025



University of Nottingham Ningbo China

An international university in China

University of Nottingham Ningbo China (UNNC) was the first Sino-foreign university to open its doors in China. Established in 2004, with the full approval of the Chinese Ministry of Education, we are run by the University of Nottingham in partnership with Zhejiang Wanli Education Group, a key player in the education sector in China.

-  English-taught classes focusing on interactive teaching
-  Teachers appointed by the University of Nottingham or recruited worldwide according to the same standard
-  Receiving quality assessment from the Quality Assurance Agency (QAA)
-  Awarding the same degree as the University of Nottingham
-  Utilising the network and teaching resources of the University of Nottingham
-  In collaboration with more than 160 renowned universities worldwide, we offer students the opportunity to participate in exchange programmes abroad during their studies without incurring additional tuition fees



University of Nottingham

Top 20 UK university in the QS World Rankings and the THE World University Rankings

The University of Nottingham is not only the first British university to receive a Royal Charter after World War II, but it is also a founding member of the Russell Group of Universities, a consortium of leading British universities, and a U21 member, an international group of leading research universities. The University is internationally renowned for its expertise in many fields, so much so that the University's alumni have been awarded a Nobel Prize in Medicine as well as Economics.

According to the UK Research Excellence Framework 2021, the University of Nottingham was ranked 7th in the UK for research strength, with 90% of its research rated as 'world-leading' or 'internationally excellent'.

The University of Nottingham was also named the best university for graduate employment prospects in 2016 and one of the top ten most popular UK universities for employers in 2018/19. In the 2019 Good University Guide published by The Times and The Sunday Times, the University of Nottingham secured a double award as the University of the Year for both International and Sports in the UK, and in 2021, the University of Nottingham was named again as the best university in the UK for sports.



Nottingham University Business School China



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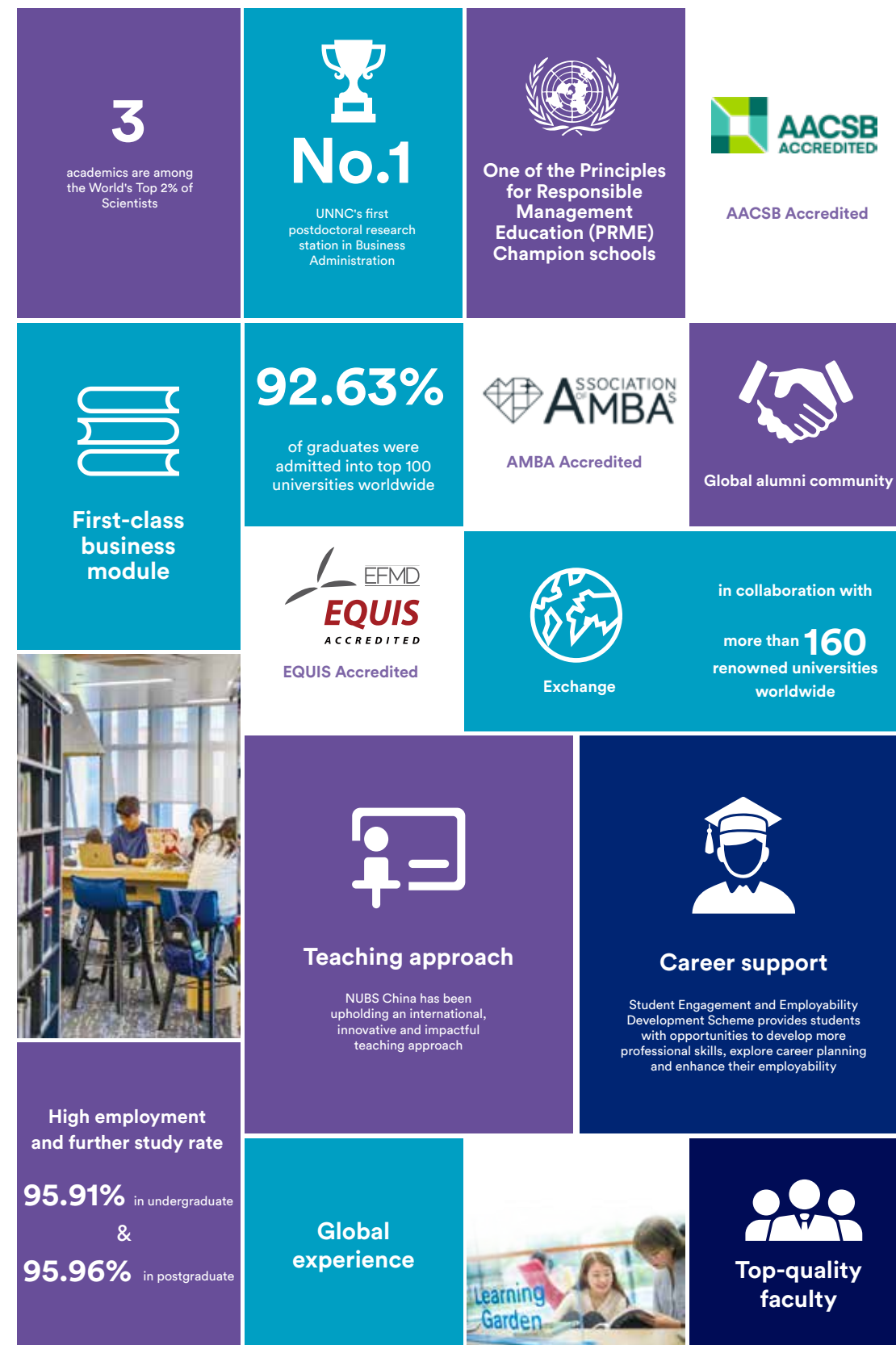
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Nottingham University Business School China is an integral part of the University of Nottingham Ningbo China (UNNC), delivers world-class business programmes across undergraduate, postgraduate and executive levels.

Nottingham University Business School has been awarded the prestigious Triple Crown accreditation by AACSB, EQUIS and AMBA - a distinction held by fewer than 1% of business schools worldwide. This recognition positions us among the global elite of business education institutions, demonstrating excellence in teaching, research, industry engagement and beyond.

The Business School's postdoctoral research station in Business Administration was approved in 2023, which is UNNC's first postdoctoral research station, marking an important milestone. According to the 2024 ShanghaiRanking of Academic Subjects, the Business School ranked amongst 15-25 in Business Administration, 33 – 46 in Management, and 61 – 80 in Economics in the Chinese mainland. The Business School is also a Principles for Responsible Management Education (PRME) Champion, committed to cultivating responsible business leaders. At the end of 2024, the United Nations University officially approved the establishment of the Regional Centre of Expertise Ningbo (RCE Ningbo) on Education for Sustainable Development, initiated and promoted by the Business School.

The Business School has been upholding an international, innovative and impactful teaching approach. The content of our degree programmes has a sharp international focus. Our lecturers and teaching fellows are recruited from top universities and research institutes around the world. By delivering innovative programmes, practice-oriented learning approaches, and interdisciplinary research opportunities, the Business School is committed to cultivating future business leaders equipped to address global challenges, while driving sustained impact on the sustainable development of social economy.



Our Academics



Professor Alain Chong

Vice Provost for Global Engagement and Partnerships
Chair Professor of Information Systems and Digital Innovation

Professor Alain Chong received his PhD in Information Systems from the University of Nottingham and PhD in Operations Management from Multimedia University Malaysia. Alain was named the Ten Outstanding Young Malaysian by Junior Chamber International in 2012. Alain is ranked among the top 2% of scientists globally by Stanford-Elsevier. Elsevier named him one of the most cited scholars in China for nine consecutive years (2015 – 2023).



Dr Bruno Deschamps

Associate Professor in Economics

Prior to joining the University of Nottingham Ningbo China, Dr Bruno Deschamps was Lecturer in Finance at the University of Bath, UK. He has a PhD in Economics from the Université Libre de Bruxelles, Belgium. His main research is in the areas of forecasting, macroeconomics, and financial markets. In particular, he is interested in the evaluation of macroeconomic forecasts, and on the linkages between economic forecasts and financial markets.



Professor Martin Liu

Associate Dean for Research and Knowledge Exchange
Professor of Marketing and Innovation

Professor Martin J. Liu once served as the Interim Dean of Nottingham University Business School China, and he is also the Executive Dean for Zhejiang Provincial Branding Academy. He completed his PhD at the University of Warwick. He is a visiting professor at the University of Warwick (UK) and serves as an external expert for many government agencies in China. He has received recognition for his contributions to teaching and learning excellence, including the most prestigious "China National First-Class UG Module (2020)" and "the Lord Dearing Award (2014 & 2019)" since he joined the University of Nottingham. His research interest relates to how firms achieve their marketing goals through digital innovation mechanisms and digital channels.



Professor Martin Lockett

Professor in Strategic Management

Professor Martin Lockett's career brings together the academic and business worlds. After 13 years' research and teaching in leading universities (Cambridge, Open University, Imperial College, Oxford), he spent 16 years in a variety of senior business roles. He then moved back to the academic world at Ashridge where he became Dean of Academic Development. From 2017 to 2022, he was Dean of NUBS China.



Professor Pingping Fu

Professor in Organisational Behaviour

Professor Pingping Fu obtained her Ph.D. in Organisational Studies at the State University at Albany, New York. She has an MBA from the University of Nevada, Reno, MA in Journalism from the Academy of Social Sciences in China, and MA in Philosophy from the Chinese University of Hong Kong. Her works have been published in various journals, including the Administrative Science Quarterly, Journal of International Business Studies, Journal of Organisational Behaviour, Leadership Quarterly, Management International Review, Organisational Dynamics, Advances in Leadership Research, Advances in Global Leadership, Journal of Asian Businesses, International Journal of Cross Cultural Psychology.



Dr Marina Glushenkova

Assistant Professor in Economics

Dr Marina Glushenkova joined the University of Nottingham Ningbo China in October 2016. She completed her PhD in Economics at the University of Cyprus in June 2016. Before that, she obtained a Master Degree in Economic Analysis at the University of Cyprus and did her undergraduate study in International Economics at the Ural Federal University. Marina's research interests lie in the field of international macroeconomics and international finance.



Professor Kent Matthews

Professor in Banking

Professor Matthews took degrees at the LSE, Birkbeck College (University of London), and University of Liverpool. He has held research appointments at the LSE, National Institute of Economic & Social Research, Bank of England, and Lombard Street Research. He has held academic appointments at University of Liverpool, Liverpool Business School, and Cardiff Business School. Kent Matthews has published widely in the areas on money, macroeconomics, applied economics, banking, and finance in over 80 papers in peer reviewed journals.



Dr Michael McNamara

Assistant Professor in Business Law and Corporate Governance

Dr Michael McNamara joined Nottingham University Business School China in May 2023. Michael has extensive teaching experience with a focus on teaching commercial law topics to business students. Previously, Michael was a Senior Lecturer at the College of Business Government and Law at Flinders University in Australia, during which time he received a Vice President and Executive Dean's Award for Excellence in Teaching.



Professor Xiuping Hua

Professor in Financial Technology and Analytics
Director of UNNC-NFTZ Blockchain Laboratory,
Executive Deputy Director of Centre for New Structural Economics

Professor Xiuping Hua obtained her PhD degree in Finance from the University of Sheffield Management School, UK. Her research interests include financial technology, innovation finance, and inclusive finance. She has published articles in both academic journals and practitioners, such as the Journal of International Money and Finance, the European Journal of Finance, Review of Quantitative Finance and Accounting, Journal of Association for Information Systems, and so on.



Dr Chandra Ade Irawan

Associate Professor in Operations Management

Dr Chandra Irawan joined University of Nottingham Ningbo China as an Associate Professor in Operations Management in September 2017. He has published his works in well-known international journals such as the European Journal of Operational Research, Computer and Operations Research, Journal of Heuristics, and Annals of Operations Research. Prior to the University of Nottingham Ningbo China, he was a research fellow at the Department of Mathematics at the University of Portsmouth UK for 3 years involved in the Leanwind Project (EU 7th Framework Programme project). He received his PhD from the University of Kent, England.



Professor Chee Wei Phang

Head of Department of Entrepreneurship, Marketing and Management Systems
Chair Professor of Behavioural Insights and Decision Sciences

Prior to joining UNNC, Professor Chee Wei Phang was a Professor in Information Systems in the School of Management of Fudan University. He received his PhD in Information Systems from the National University of Singapore in 2008 and has published academic papers in top journals in the field of management many times. His research interests include mobile commerce, social media, and the societal impact of IT.



Professor Sunghan Ryu

Professor in Management Science and Analytics

Professor Sunghan Ryu serves as the series editor for the Digital Entertainment series of SAGE Business Cases. He held visiting professor positions at the University of Southern California, US, Warwick University, UK, and Peking University, China. Before joining UNNC, he was a Tenured Associate Professor at USC-SJTU Institute of Cultural and Creative Industry in Shanghai Jiao Tong University (SJTU), and a Postdoctoral Fellow at the School of Creative Media and Department of Information Systems, College of Business in the City University of Hong Kong.



Xu Yang

BSc Finance, Accounting and Management, Class of 2012

She served as the chief representative of the New York Stock Exchange in China and later joined Warburg Pincus as the managing director

During my study at UNNC, three modules in the Business School impressed me the most: Critical Thinking, Business Ethics and Sustainability, and Entrepreneurship. Critical thinking was about connecting, developing, integrating and looking at things face to face. Business ethics was about having integrity and an insistence to do the right thing.



Juewen Hu

BSc International Business Management, Class of 2009

Founder of Olympus Hedge Fund Investments

UNNC's open and inclusive culture, innovative spirit, and alumni, from acquaintances to friends, are so very valuable because they will accompany us throughout our lives. I am grateful to my alma mater for the tolerance and support it provided to me at the beginning. If the Business School had ignored or restrained me when I originally wanted to take on the existing system, I might have given up my efforts then or at least not reached my current level of relative contentment.

Undergraduate Programmes

BSc (Hons) Finance, Accounting and Management

Programme overview

This programme provides a strong foundation in finance, accounting, and management, integrating core principles with practical applications across various organisational contexts. It takes an interdisciplinary approach, focusing on the financial and managerial aspects of modern businesses and their economic environment.

The programme is recognised by the CFA Institute University Affiliation Programme, incorporating a significant portion of the CFA Programme Candidate Body of Knowledge (CBOK). This ensures that students gain practical investment management insights and are well-prepared for the CFA Program exams. Additionally, the programme works closely with professional accounting bodies, offering graduates exemptions from key certification requirements, including:

- ACCA (Association of Chartered Certified Accountants)
- ICAEW (Institute of Chartered Accountants in England and Wales)
- CPA Australia (Certified Practising Accountant)
- CIMA (Chartered Institute of Management Accountants)

The programme has been recognised as a National Level "First Class" Programme, reflecting its high academic and professional standards.

Core modules

- Fundamentals of Financial & Management Accounting
- Business Law
- Economic Principles
- Calculus and Linear Algebra
- Statistics
- Introduction to Business Programming
- Introductory Econometrics
- Business Finance
- Principles of Taxation
- Management Accounting
- Accounting Information Systems
- International Finance
- Corporate Finance
- Intermediate Corporate Reporting
- Advanced Corporate Reporting and Analysis
- Advanced Management Accounting
- Fixed Income Investments
- Financial Markets: Theory and Computation
- Sustainability Accounting and Finance

Further Study

Out of 219 graduates from the BSc Hons Finance, Accounting and Management in 2024, 194 chose to continue their studies, and 16 went directly to work. Except for 1 student enrolled in a domestic university, 88.08% of them were admitted into top 50 universities/programmes worldwide, such as University of California, Berkeley, University of Washington, Imperial College London, Columbia University and National University of Singapore.

Examples of employers

- Morgan Stanley
- KPMG
- Ernst & Young
- Industrial and Commercial Bank of China

BSc (Hons) International Business Management

Programme overview

In an increasingly complex and dynamic global business environment, organisations need professionals with strategic thinking and cross-cultural insight. This programme explores how modern enterprises operate, grow, and compete internationally, with a focus on organisational structure, operational environments, and strategic decision-making in a global context.

Students will study a broad range of subjects, including management, marketing, accounting, economics, and international business. The curriculum emphasises the integration of theory and practice, helping students develop problem-solving abilities, intercultural communication skills, and a global mindset. Through internationally oriented courses, diverse learning experiences, and team-based projects, students will be well prepared for careers in multinational corporations, international organisations, and public institutions in roles such as management, consulting, and market development. The programme also provides a strong foundation for postgraduate study in international business and related fields.

Core modules

- Entrepreneurship: Theory and Practice
- Business Economics
- Organisational Behaviour
- The Digital Economy
- Managing Operations in the Digital Enterprise
- Marketing Management
- Human Resource Management with International Perspectives
- Business Operations Analytics
- Logistics and Supply Chain Management
- Strategic Management: Perspective, Process and Practice
- Business Ethics and Sustainability
- International Business Environment and Strategy
- Production and Operations Management
- Introduction to Management Science for Business Decisions

Examples of employers

- Tesla
- Tencent
- ByteDance

Further Study

Out of 75 graduates from the BSc Hons International Business Management in 2024, 67 chose to continue their studies, 4 went directly to work, and 1 were engaged in freelance work. Among students going into further study, 77.61% were admitted into top 50 universities/programmes worldwide, such as Imperial College London, University College London, The University of Chicago, Cornell University and The University of Melbourne.



Siyang Tian

BSc International Business Economics, Class of 2013

Assistant Professor of Accounting, Southwest University of Finance and Economics

Recalling my life at the university, I think that UNNC can provide students with great development and a platform to meet their studying abroad plans. The university is a place where the costs of trial and error are low. No matter whether you're an intern, volunteer, entrepreneur or research assistant, as long as you try, you may find something you like. While maintaining your academic performance, you may also do various kinds of internships, communicate with seniors from all walks of life, and grasp alumni resources.



Lei Shi

BA International Business with Communications Studies, Class of 2014

Currently she is working at Yinshan Capital

Looking back, compared with going abroad directly, I found that UNNC cultivated my confidence in language and culture, which is very important. If I had gone to a foreign country alone without the foundations of good spoken English and the intercultural mindset I developed at UNNC, I would have been under great pressure and not had the confidence to cross language and cultural barriers. Therefore, I am always glad that I chose UNNC in the beginning.

Undergraduate Programmes

BSc (Hons) International Business Economics

Programme overview

This programme equips students with a solid understanding of how firms and entrepreneurs make economic decisions within real-world business environments, and how such decisions shape broader economic and societal outcomes. Students develop analytical skills through training in micro- and macroeconomic theory, data analysis, international trade and investment, business strategy, and market competition.

Unlike traditional Economics programmes, which emphasise modelling and theoretical formulation, this programme focuses on the practical application of economic principles to international business contexts. It adopts a firm-level perspective, integrating core economic knowledge with management and international business insights, helping students understand how companies navigate complex global markets and policy environments.

The interdisciplinary and applied nature of this programme prepares graduates for a wide range of careers in multinational corporations, policy think tanks, financial institutions, and consulting firms, particularly in roles related to economic analysis, strategy, and market forecasting. It also offers a strong foundation for pursuing postgraduate study in international economics, applied economics, or business-related disciplines.

Core modules

- Statistics
- Introduction to Economics
- Calculus and Linear Algebra
- Microeconomics for Business
- Industrial Economics I: Economics of Organisation and Innovation
- Industrial Economics II: Pricing and Decision Making
- Macroeconomic Growth, Cycles and Policy
- Principles of Econometrics
- Industrial Economics III: Market Structure and Competition Policy
- Financial Economics
- International Economics
- Industrial Economics IV: Games and Strategies
- Economics of Regulation and Public Choice
- Applied Econometrics

Further Study

Out of 180 graduates from the BSc Hons International Business Economics in 2024, 163 chose to continue their studies and 10 went directly to work. Among students going into further study, 80.98% were admitted into top 50 universities/programmes worldwide, such as Imperial College London, Columbia University, University College London, National University of Singapore and The London School of Economics and Political Science.

Examples of employers

- Alibaba
- HSBC
- Deloitte

BA (Hons) International Business with Communications Studies

Programme overview

This interdisciplinary programme offers students a comprehensive education in both business management and communication, with a particular focus on international business, language, and communication. It is designed to equip students with a deep understanding of how organisations operate effectively in today's communication-driven global environment.

Students will undertake core business modules in organisational behaviour, strategic management, marketing, finance, and international business, alongside communication-focused studies in language, culture, media, and digital technologies. The programme emphasises the integration of business acumen with communication literacy, developing intercultural awareness, critical thinking, and a global mindset.

Graduates of this programme benefit from strong interdisciplinary training that prepares them for a wide range of careers in international corporations, global media organisations, public relations and consultancy, creative industries, and public sectors.

Core modules

- Entrepreneurship: Theory and Practice
- Business Economics
- Work and Society
- Communication and Technology
- Communication and Culture
- Marketing Management
- Cultural Analysis
- Public Relations and Propaganda
- Strategic Management: Perspective, Process and Practice
- Business Ethics and Sustainability
- International Business Environment and Strategy
- Organisational Behaviour
- Principles of Marketing
- Technology and Organisation
- Capstone Project

Further Study

Out of 7 graduates from the BA Hons International Business with Communications Studies in 2024, 5 chose to continue their studies, and 2 went directly to work. Among students going into further study, 60% were admitted into top 50 universities/programmes worldwide, such as Imperial College London, The University of Sydney and Business & Management Studies of The University of Warwick.

Examples of employers

- United Nations
- Unilever
- L'ORÉAL



Jesslyn Kemikho (Indonesia)

BA (Hons) International Business with Chinese

As the first 15-year-old girl who entered UNNC, the University gave me a lot of unforgettable memories. The challenges I had to face and the pressure that I had to bear, whilst being the youngest among my peers, made me grow faster and broadened my horizons. I'll never forget how clueless I was during the first year, but then I grew quickly into someone independent and responsible throughout my time in UNNC. I really thank my teachers and friends who patiently taught me all the lessons we had in class. I am also grateful for the opportunity to meet new friends from different countries in which I learnt more about different cultures and languages.



Masters Programmes

MSc Entrepreneurship and Innovation Management

Type: Full time | Duration: One year

Programme overview

This programme provides an ideal study path for people wishing to start their own business or be involved in early-stage start-up companies. Equally, as larger organisations are increasingly valuing people who can innovate and act entrepreneurially from a management perspective, those looking to pursue management careers will be benefited from this degree by gaining entrepreneurial and innovative mindsets and skills.

Learning takes place not only in the textbook and lectures, but also via case discussions. Students can learn first-hand knowledge on how business and entrepreneurship works in and outside China, and can develop an understanding of how to engage effectively with international partners and clients.

Additionally, the programme provides a strong foundation for those students who will undertake postgraduate research in the field of entrepreneurship.

Special features

Students will gain hands-on experience by formulating and developing a business idea into a real business plan. At the same time, the Entrepreneurial Project will provide the opportunity to work closely with an entrepreneurial firm, where students can develop their entrepreneurial and innovative skills. These activities will engage students face-to-face with entrepreneurs in practice and expose students to real-world business problem-solving.

Career prospects

There is a proportion of students chose to start their own business after graduation. There is also a large proportion of students who work for large companies such as Dell, JD and consulting firms. So far, two graduates from this programme have entered the Forbes 30 Under 30 list. They are Sadiq M. Falalu who graduated in 2014, and Chen Cheng who graduated in 2015.

Undergraduate Programmes

BA (Hons) International Business with French/German/Spanish/Japanese/Chinese

Programme overview

This programme combines international business with structured language learning, designed to develop globally minded graduates with strong business knowledge and intercultural communication skills. Alongside core modules in strategy, marketing, and management, students study a second language—French, German, Spanish, Japanese or Chinese—from beginner level through to advanced proficiency over four years.

Language is not only a means of communication, but a gateway to cultural understanding and global professional mobility. The programme emphasises the real-world application of language in business contexts, building both linguistic competence and business acumen. Through immersive learning and language-informed business practice, students gain the skills to collaborate and lead in diverse international settings.

Graduates are well prepared for careers in multinational companies, international marketing and development, cross-cultural communication, public relations, cultural institutions, education, and the language services sector. This programme offers a compelling path for students who want to turn language and business skills into global career opportunities.

Core modules

- Mandarin/French/Spanish/German/Japanese (beginning/intermediate/advanced level)
- Entrepreneurship: Theory and Practice
- The Digital Economy
- Organisational Behaviour
- Marketing Management
- Marketing Analytics
- Translating Cultures
- Managing Across Cultures
- Principles of Marketing
- International Business Environment and Strategy
- Big Data Marketing

Further Study

Out of 8 graduates from the BA Hons International Business with German / French / Spanish / Japanese in 2024, 6 chose to continue their studies, and 1 went directly to work. Among students going into further study, 66.67% were admitted into top 50 universities worldwide, such as National University of Singapore, University of Copenhagen and The University of Sydney.

Examples of employers

- Johnson & Johnson
- Tesco
- Geely Holding Group

Words from alumni



“ I love the diversity at the University of Nottingham Ningbo China. My classmates came from more than 10 countries, China, Germany, Russia, Nigeria, Britain, Poland, Thailand, Indonesia... they brought different cultures, attitude and experiences. Communicating with them rapidly broadened my horizons. ”

Sadiq M. Falalu (Nigeria)

Forbes 30 under 30 Africa
MSc Entrepreneurship and Innovation Management, Class of 2014

Sadiq founded a rice mill factory in 2012 and put it into operation in 2016. He has helped Nigeria by creating over 180 jobs.

Course structure

Compulsory

- Entrepreneurial Creativity
- Launching New Ventures
- Entrepreneurship in Context
- Entrepreneurship Project
- Managing Innovation in Entrepreneurial Organisations
- Entrepreneurship Business Plan (or) Entrepreneurship Dissertation

Optional

- E-Business
- Managing International Business in China
- Business to Business Marketing
- Further Qualitative Research Methods
- Further Quantitative Research Methods
- Strategic Entrepreneurial Growth

Masters Programmes

MSc Finance and Investment

Type: Full time | Duration: One year

Programme overview

The MSc Finance and Investment programme is tailored for individuals seeking to excel in the dynamic finance and investment industry. The curriculum revolves around three primary realms of investment activities: equity markets, fixed-income markets, and derivative markets. Anchored in cutting-edge academic research and practical case studies rooted in both domestic and international financial markets, the Programme content is designed to deliver a comprehensive understanding of the financial markets.

Participants in the MSc Finance and Investment Programme have the opportunity to take advantage of the dissertation component to delve deeper into a finance and investment topic aligned with their personal interests and career aspirations.

Career prospects

During the programme, individuals are well-positioned to explore diverse avenues within the mainstream finance and investment sectors. This includes positions in banking, securities, futures, insurance, public/private equity, accounting and asset management firms. Furthermore, graduates can make their mark in enterprises, governmental bodies, and other sectors, contributing to areas such as corporate finance, investment and financing, government funds, and financial accounting.

According to the most recent Careers and Employability Annual Report, graduates of MSc Finance and Investment graduates swiftly transition into the workforce with the majority of them securing jobs in esteemed institutions in the finance industry.

Special features

■ **Recognised Excellence:** The programme has earned a prestigious spot as a World Top 10 MSc in Finance programme according to the Wall Street Journal rankings. It is also listed among the Top 35 postgraduate finance programmes globally by the Financial Times.

■ **CFA Affiliation:** The MSc Finance and Investment program is an esteemed member of the CFA Institute University Affiliation Program. Its curriculum extensively incorporates the CFA Program Candidate Body of Knowledge (CBOK), aligning closely with investment management practice and offering valuable preparation for the CFA Programme exams.

■ **Cutting-edge Resources:** The Programme harnesses state-of-the-art financial laboratories and databases, including the Blockchain Laboratory, Centre for Inclusive Finance, Financial Markets and Technology Centre, Bloomberg database, and CSMAR database. This integration of resources equips students with hands-on experience and real-world insights.

Course structure

Compulsory

Quantitative Research Methods for Finance and Investment
Capital Market Analysis
Corporate Finance
Derivative Investment
Fixed Interest Investment
Finance & Investment Dissertation

Optional

Financial Reporting
Principles of Banking
E-Business
Project Management
Strategies for Corporate Social Responsibility
Managing International Business in China
FinTech Regulation and Data Protection
Blockchain and Cryptocurrency

Words from alumni



“ I really enjoyed the group work in Capital market analysis, where we explained the development of a few Indonesian stocks in the automotive industry. We made a great team effort, provided good examples and finished our presentation in the exact allowed time. The program comprises all the Finance subjects that I wanted to learn and use for my future career. I also met amazing people at UNNC and I think I made friendships that will last a lifetime. ”

Alexander Jakubek (Austria)
MSc Finance and Investment, Class of 2019



Masters Programmes

MSc Finance and Investment
(Professional Accounting)

Type: Full time | Duration: Two years

Programme overview

The MSc Finance and Investment (Professional Accounting) Programme at the University of Nottingham Ningbo China (UNNC) aims to develop global financial management professionals equipped with advanced accounting skills, technical abilities, and leadership qualities. The curriculum is designed based on the competency framework for professional accountants, with a strong focus on key areas for navigating industry changes such as risk management, data analysis, and sustainable financial practices. By integrating real-world case studies with theoretical knowledge, the programme provides students with a comprehensive industry perspective.

This programme offers students a 9-week internship opportunity at top accounting firms each year, allowing them to gain valuable practical experience in a real-world business environment. This solidifies their career foundation in consulting, accounting, auditing, and taxation. After completing the programme, students are exempt from certain papers of the Association of Chartered Certified Accountants (ACCA) exams

Special features

The programme partners with top accounting firms to refine students' accounting skills in real-world conditions and develop their ability to quickly identify and resolve problems.

Outstanding graduates may receive direct job offers from their internship firms.



Career prospects

This degree offers opportunities in a variety of careers in Accountancy, Auditing, Business Development, Financial Advice, Investment Management, Marketing, Mergers and Acquisitions, Procurement, Research, Risk Assurance, and Tax Consultancy.

According to the latest careers and employment annual report, graduates of this programme primarily find employment in the audit, tax, or consulting departments of accounting firms, the finance or risk management departments of foreign-owned or private enterprises, and accounting-related positions in large and medium-sized state-owned companies

Words from alumni



“ The most important motivation for me to be here is to further study the knowledge about international standard and auditing. The university can give me more platforms and resources like career information and academic resources from our library and the higher level of facilities I can use here. ”

Huang Jiaying (China)

MSc Finance and Investment (Professional Accounting), Class of 2020
Joined PwC after graduation

Course structure

Year 1

External Audit and Assurance
Taxation in China
Financial Accounting and Reporting
Audit and Internal Control
Strategic Management Accounting
Accounting Internship

Year 2

International Taxation
Corporate Finance
Accounting Analytics
Accounting Project

Masters Programmes

MSc International Business

Type: Full time | Duration: One year

Programme overview

This programme is a "career conversion" course designed for non-business students, aiming to expand knowledge and competencies in fundamental management disciplines while incorporating elective modules across various fields of international business. As the global commercial economy continues to evolve and grow, the curriculum provides non-business graduates with a solid theoretical and practical foundation in international commerce.

Through this programme, students will:

- Gain an understanding of contemporary business challenges and their solutions;
- Examine corporate organisational structures and management approaches to address dynamic international environments;
- Develop interdisciplinary insights for global business activities through multi-perspective analysis of international commercial contexts;
- Enhance critical evaluation skills of core business principles;
- Participants may focus their dissertation on an in-depth exploration of specific management topics aligned with personal interests and professional aspirations.

Special features

This programme serves as a "career conversion" pathway specifically designed for graduates holding undergraduate degrees in non-business or management disciplines. It aims to cultivate multidisciplinary professionals who demonstrate both mastery of their original academic specialisation and proficiency in applying commercial knowledge to real-world challenges.

Career prospects

Graduates from Nottingham University Business School China have long been highly sought after by employers due to their exceptional proficiency in both Chinese and English language, innovative thinking, critical analysis skills, teamwork ethos, and cross-cultural competence in both Eastern and Western contexts.

According to the latest employment report, these graduates predominantly secure roles in listed corporations, large holding conglomerates, and multinational subsidiaries in China, including global industry leaders such as Citibank, Standard Chartered, L'Oréal, Wrigley, Siemens, Mars, Ogilvy, Nestlé, and Nielsen.

Words from alumni



“The Business School makes me realised my true potential and I can study with students from all over the world. In International Business programme, there are often students from different major background. No matter what jobs they did before, they can discuss company mergers with their own opinions. The professors in the Business School are from different countries, they are all experts in their areas. They devote themselves to improve the quality of our classes, integrating our knowledge. I learnt how to view things in a bigger picture, overall, UNNC is my best choice.”

Sara Ferreira (Spain)

MSc International Business, Class of 2018



Course structure

Compulsory

Principles of Accounting
International Business Environment
Business Economics
Managing People
Essentials of International Marketing
International Business Strategy
Research Methods for Management Studies
Dissertation: MSc International Business

Optional

Business to Business Marketing
E-Business
Further Qualitative Research Methods
Further Quantitative Research Methods
Managing International Business in China
Strategies for Corporate Social Responsibility
Introduction to Intellectual Property Law & Innovation

Programme overview

This programme is tailored for students seeking advanced development in the field of management. It offers a comprehensive curriculum covering key areas of management, including cross-cultural management, human resource management, strategic management, supply chain management, marketing, finance, and financial accounting, all with strong practical relevance.

Through this programme, students will:

- Gain an understanding of organisational management models and their adaptation to external environmental changes;
- Develop awareness of management discipline advancements and learn to approach the subject from interdisciplinary perspectives;
- Enhance their ability to critically evaluate core business principles;
- Participants may also focus their dissertation on an in-depth exploration of a specific management topic, aligned with their individual interests and career aspirations.

Career prospects

Graduates with this programme have a wide range of career opportunities, including positions in banks, securities firms, state-controlled enterprises, and educational institutions. According to the latest employment report, graduates have secured positions at prominent organisations such as Walt Disney, Bank of China, Industrial and Commercial Bank of China, Ningbo Zhoushan Port, and Zhongtian Construction Group.

Masters Programmes

MSc International Management

Type: Full time | Duration: One year

Special features

Compared to traditional management studies, this programme places particular emphasis on an international and multicultural learning environment. Students will study topics such as leadership, teamwork, human resource management, and incentive systems in a multicultural environment.

Words from alumni



“The International Management programme provides a broad field of courses, which helped me to gain new insides about the importance of culture through group projects.”

Mario Sattler (Germany)

MSc International Management, Class of 2019
Joined BlackRock after graduation

Course structure

Compulsory

Business Research
Transnational Human Resource Management
Cross-cultural Management
Management Dissertation (or) Management Project

Optional

Further Quantitative Research Methods
Further Qualitative Research Methods
Marketing Management in the Digital Economy
External Audit and Assurance
Taxation in China
Project Management
Strategic Management: Analysis and Applications
Financial Reporting
Strategic Management Accounting
Strategies for Corporate Social Responsibility
Managing International Business in China
Operations and Supply Chain Strategy and Practice
E-Business
Business to Business Marketing
Management of Innovation

Masters Programmes

MSc International Management (Business Analytics)

Type: Full time | Duration: One year

Programme overview

This programme focuses on business applications of data science and machine learning. It aims to enhance students' skills and knowledge in a range of fields, including business operations, databases, statistics, informatics, data analytics, machine learning and big data technologies in real-world business contexts.

When our students graduate, they will be able to:

- find a job in the business firms that require the knowledge of big data and advanced analytic techniques.
- gain business insights and professional skills in data mining, data visualisation, data management, process modeling, predictive and advanced analytics.
- develop the ability to optimise business processes and management practice.

Career prospects

Our graduates are welcomed in data analytics positions in Internet companies, as well as business analytics positions in traditional industries.

Below are the potential careers of our graduates

- Business intelligence analytics,
- Marketing analyst
- Business systems analyst
- Business consultant
- Solution architects

Course structure

Compulsory

Data at Scale: Management, Processing and Visualization

Foundational Business Analytics

Machine Learning and Predictive Analytics

Analytics Specialisations and Applications

Leading Big Data Business Projects

Data Driven Dissertation Project in Business Analytics

Optional

Consumer Behaviour and Analytics

Operations and Supply Chain and Strategy and Practice

Entrepreneurship in Context

Project Management

E-business

New Product/Service Development and Management

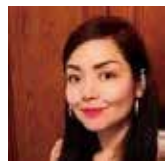
Procurement and Purchasing

Digital Marketing

Fintech Regulation and Data Protection

Blockchain and Cryptocurrency

Words from alumni



“ MSc International Management (Business Analytics) programme at the Business School is the most complete and well-designed programme I have found. During my working experience, I have realised the relevance of Business and Technology, so I started to look for a specialisation that would provide me with the necessary tools for making data-driven decisions. As a graduate, I am very content with my choice. The school is widely diverse - I have received hands-on education and continuous academic support.”

Dayana Paredes (Ecuador)
MSc International Management (Business Analytics), Class of 2019



Masters Programmes

MSc International Management (Marketing)

Type: Full time | Duration: One year

Programme overview

MSc International Management (Marketing) at the Business School is a one-year full-time programme that is designed to develop your understanding of key areas in consumer behaviour, marketing management in the digital economy, marketing strategy and critical marketing, backed courses of Chartered Institute of Marketing (CIM).

With strong quality teaching and research, our marketing area has an impressive international profile, which provides students with first-class teaching and a practically focused grounding in the latest ideas and principles in marketing practices. Located in China, we work with many Chinese and international organisations in different industries to ensure that the teaching remains relevant to employees.

Special features

This programme is accredited by the Chartered Institute of Marketing (CIM), which is the leading professional body for marketers worldwide. We offer students the opportunity to complete the CIM Diploma in Professional Marketing alongside their MSc degree. This means that you may have the chance to graduate with two internationally recognised qualifications.

After graduating, you can choose to continue your studies with the CIM and, with appropriate experience in a marketing-related role, gain full member status and become a Chartered Marketer.

Career prospects

This programme has built partnerships with industry and companies to provide industry experiences and reflective learning. We have regular collaborated in recruitment fairs with international companies such as L'Oreal, Nielsen, China Resources (Holdings) Co., Ltd, KPMG, and Mars China, which provide marketing career opportunities for graduates.

Words from alumni



“ I'm really interested in studying in marketing compared to others business modules. Marketing is a fun subject which can let you know more about what happening in your daily life in a marketer perspective because it is actually so relevant and so relatable to us. Every advertisement or promotional video has a meaning behind. Especially in China, the marketing aspect is really advanced and amazing, such as promotional deal and double eleven. Marketing is the world where everything keeps changing. New ideas keep pouring in. It forces me to keep coming up with new innovations. It keeps me on the toes and stops my mind from rotting away due to mediocrity or repetition.”

Tan Meijia (Malaysia)
MSc International Management (Marketing), Class of 2020

Course structure

Compulsory

Marketing Management in the Digital Economy

Marketing Strategy

Consumer Behaviour and Analytics

Critical Marketing

Research Methods in Marketing

Marketing Dissertation (or) Applied Marketing Project

Optional

New Product/Service Development and Management

Business to Business Marketing

Digital Marketing

International Marketing

Masters Programmes

MSc International Business (Supply Chain Management)

Type: Full time | Duration: One year

Programme overview

The MSc in International Business (Supply Chain Management) is a specialist masters programme, jointly delivered by the University of Nottingham Ningbo China (UNNC) and Ningbo China Institute for Supply Chain Innovation (NISCI), as part of the MIT Global Supply Chain and Logistics Excellence (SCALE) Network.

Students study in Ningbo as well as have the opportunity to spend 3 weeks at MIT in the USA. Graduates will be awarded the degree of MSc International Business (Supply Chain Management) from the University of Nottingham (UK) as well as the Global Logistics and Supply Chain Management Certificate, awarded by MIT Global SCALE Network.

The master programme aims to provide an advanced teaching and learning programme that facilitates progressive learning towards the frontiers of knowledge in the planning and management of supply chain operations.

The programme is intended to

- provide a conceptual and theoretical grounding in current concepts and techniques of supply chain management and associated areas;
- develop an understanding of the importance and impact of efficient and effective operations to business success and the global economy;
- provide an appreciation of the application of important techniques in operations research and management science, which support supply chain management practice;
- prepare students for positions in supply chain management and equip them with the capacity for life-long learning in the global business environment.

Special features

- The programme is jointly delivered by the University of Nottingham Ningbo China (UNNC) and Ningbo China Institute for Supply Chain Innovation (NISCI) as part of the MIT Global SCALE Network;
- Graduates will be awarded a degree of MSc International Business (Supply Chain Management) from the University of Nottingham (UK), along with a Global Logistics and Supply Chain Management Certificate, awarded by MIT Global SCALE Network;
- Students would have the opportunity to visit MIT USA for a 3-week study with participants from all SCALE Programmes (Spain, Malaysia, Luxembourg, China, Latin America and the US) to engage in seminars, workshops, competitions, and attend industry tours;
- Students will have internship opportunities at a list of cooperative enterprises, such as Geely Automobile, CIMC Vehicles, China-Base Ningbo;
- Students will benefit from the numerous database resources offered by the University of Nottingham and MIT; Students could choose to either write a dissertation or an applied supply chain project for the completion of the programme.

Cooperative enterprises



Words from alumni



“In addition to the valuable resources and strong faculty teams offered by the university, it is their passion and understanding for the profession that brought us a deeper understanding of the integration, innovation, and the operational methods of the global supply chain. Despite the fact that the entire program only lasts one year, the course content is comprehensive and covers a wide range of topics. By combining theory and practice, the teamwork consciousness created by persistent inspiration and mutual influence among students serves as a powerful tool for our personal and professional development.”

YU MENG ZHE (Canada)
MSc International Business (Supply Chain Management), Class of 2022
Joined Ningbo Institute of Materials Technology & Engineering, CAS after graduation

Course structure

Compulsory

Management Science for Supply Chain Management
Contemporary Supply Chain Management: Fundamentals and Challenges
Supply Chain Planning and Management
Supply Chain Finance
Advanced Techniques for Supply Chain Management
Operations and Supply Chain and Strategy and Practice
Supply Chain Management Dissertation (or) Applied Supply Chain Management Project

Optional

International Symposium on Supply Chain Management (at MIT, USA)
Managing International Business in China
E-Business
Procurement and Purchasing

Masters Programmes

MSc Financial Technology

Type: Full time | Duration: One year



Programme overview

The integration of cutting-edge technologies such as big data, artificial intelligence, blockchain technology, and machine learning has drastically altered the financial services and markets industry. As a result, there is now a mounting need for professionals who possess expertise in both finance and technology, in order to effectively navigate this evolving landscape.

This programme aims to facilitates progressive learning towards the frontiers of knowledge in finance, information technology, and how the two intertwine. Specifically, students will engage in a study of modern finance theory, financial markets, information technology and its application in finance to prepare for and to develop a career in the finance and the technology industries, enhance lifelong learning skills and personal development.

Special features

Interdisciplinary modules: This programme seeks to develop key knowledge and skills in both fundamental finance and information technology disciplines, while also including specialist modules in various areas of finance and computer science. Students can also use the dissertation or the Fintech-related business project to concentrate in-depth on a financial technology topic according to individual interests and career requirements.

State-of-the-art research resources: This programme stands out due to the cutting-edge teaching resources we offer, including world-facing databases such as CSMAR, WIND and Bloomberg that give

our students access to real-time financial data, and research centers such as the Blockchain Laboratory that allow for exploration of emerging technologies in the financial industry.

Learning-by-doing: This programme offers students the opportunity to practice advanced fintech techniques, including utilizing LLM for financial textual analysis, in our Bloomberg-Fintech lab which provides a state-of-the-art environment for financial technology education.

Career prospects

Graduates of the programme will have access to a wide range of career opportunities in areas such as investment banking, risk management, financial analysis, data analysis, consulting and work for employers such as banks, brokerage houses, insurance companies, funds, accountancy firms, asset management corporations and regulatory bodies. They will also be able to pursue careers in emerging areas such as blockchain technology, cryptocurrency, and digital payments.

Course structure

Compulsory

Financial Markets and Instruments
Programming for FinTech
Quantitative Research Methods for Finance and Investment
Data Analytics and Machine Learning for FinTech
Fintech Regulation and Data Protection
Blockchain and Cryptocurrency
Financial Technology Dissertation (or) Financial Technology Business Project

Optional

Principles of Banking
Digital Marketing
Financial Reporting
E-Business
Fixed Interest Investment

Degree title	Entry requirements	Tuition fee
MSc Entrepreneurship and Innovation Management	2:1 level or above (or international equivalent) in any discipline*; applicants should describe their particular interest in entrepreneurship (e.g. intention to start their own business in the future, intention to work in an entrepreneurial/innovation-driven firm, intention to take over their family business, etc.) in their application.	120,000 RMB per annum (Mainland Chinese students, Hong Kong, Macau & Taiwan students) 130,000 RMB per annum (international students)
MSc Finance and Investment	2:1 level or above (or international equivalent) in business related disciplines*; applicants need sufficient finance and accounting in undergraduate study.	
MSc Finance and Investment (Professional Accounting)	2:1 level or above (or international equivalent) in finance and accounting related disciplines*; applicants must have demonstrated a basic knowledge in accounting either through the completion of Financial Accounting and Financial Reporting courses, or through passing professional bodies' examination in Accounting. For international applicants, Chinese language level of HSK4 or above is required, subject to further assessment.	
MSc International Business	2:1 level or above (or international equivalent) in any discipline, excluding business or management related disciplines*.	
MSc Financial Technology	2:1 level or above (or international equivalent) in disciplines such as Finance, Economics, Accounting, Business/Management, Computer Science, Mathematics, and Engineering. Due to limited capacity, applicants are required to attend and pass a programme interview according to the requirements of the school.	
MSc International Management	2:1 level or above (or international equivalent) in disciplines such as management, business studies, marketing, economics, accounting and finance*.	150,000 RMB per annum
MSc International Management (Business Analytics)	2:1 level or above (or international equivalent) in related areas such as management, business studies, economics, accounting, finance, engineering, computer science, mathematics or statistics*; applicants should have a Bachelor's degree which includes substantial mathematical/statistical content.	
MSc International Management (Marketing)	2:1 level or above (or international equivalent) in a related disciplines, such as management, business studies, marketing, economics, accounting, finance or communications (excluding degrees with a substantial amount of marketing)*.	
MSc in International Business (Supply Chain Management)	2:1 level or above (or international equivalent) in business, management, engineering or science-related disciplines*. Applicants with work experience relevant to supply chain management are particularly welcome.	

*For mainland Chinese applicants, the minimum average score is 80 if you graduate from a domestic university of Project 985, 211 or double first-class; otherwise the minimum average score is 85.

English language requirement

If your first language is not English or your entry qualification was not obtained in the English medium (from an approved institution), you are required to provide evidence of your proficiency in English.

The minimum requirements for our masters programmes are:

- IELTS 6.5 no less than 6.0 in any element
- PTE Academic 71 (minimum 65)
- TOEFL IBT 90 (minimum 19 in Writing and Listening, 20 in Reading and 22 in Speaking)

Pre-session programme at the Centre for English Language Education is available for application. The course will normally only accept applicants who are within 0.5 of the required IELTS (or equivalent for other accepted language test) for entry onto their degree programme.

*For more detailed information about pre-session programme, please scan the QR code below



How to apply

We aim to make the application process as simple and efficient as possible

1

Prepare application document

For mainland Chinese applicants, your application should include:

- Personal statement
- Academic transcripts and degree certificates (results so far, or completed)
- Two recommendation letters on headed paper, signed and/or stamped
- English language test score report if already received
- One photocopy of the Identity Card (ID)
- One 2*2 inch colour bareheaded photo with white background

For international applicants, and Hong Kong, Macau, Taiwan applicants, your application should include:

- Personal statement
- One recommendation letter on headed paper, signed and/or stamped
- Academic transcripts and degree certificates (results so far, or completed)
- English language test score report if already received
- One photocopy of the main pages from your passport
- One 2*2 inch color bareheaded photo with white background

For Hong Kong students, please provide a copy of Hong Kong Permanent Identity Card.

For Macau students, please provide a copy of Macau Permanent Identity Card.

For Taiwan students, please provide a copy of both sides of Mainland travel permit for Taiwan residents.

2

Submit your application via the Online Application System

Deadline for 2025 September entry:
31 May 2025



Scan for more details



Research areas in PhD programmes

Accounting

Environmental accounting and disclosure, Taxation, Audit and assurance, Financial reporting, Management accounting and decision making, Corporate governance, Corporate finance, Accounting and information system

Economics

International economics, trade, and foreign direct investment, Environmental and energy economics, Banking and financial economics, Business cycle and macroeconomic forecasting, The Chinese economy, Microeconomics, Applied econometrics, Spatial economics, Behavioral and experimental economics, Economics of digitalisation

Entrepreneurship and Innovation

Governance in science, Technology and innovation, Start-ups, Family business, Entrepreneurial platforms and ecosystems, Economics of innovation, Digital entrepreneurship

Finance

Corporate finance, Asset pricing, Capital markets, Fintech, International finance, Entrepreneurial finance, ESG Investing, Applied financial econometrics

Organisational Behaviour and Human Resource Management

Career management, Human resource management, Labour relations, Leadership and team dynamics, People management in the digital era

Information Systems

E-commerce, Mobile commerce, Digital platforms, Business analytics, Social media, E-health, Healthcare information systems, Fintech, Design science, Digital ventures, Artificial intelligence, Blockchain implementation, Augmented reality applications, Sustainable digital ecosystems

International Business and Strategy

Foreign direct investments, Global strategy and organisation of MNEs, Innovation, International management, Management in emerging economies, Strategic management

Operations and Supply Chain Management

Strategic sourcing, Sustainable supply chains, Supply chain innovation, Supply chain optimisation, Social and environmental supply chain, Made-in-China 2025, The Belt and Road initiative, Supply chain finance, Green supply chain, Digital operation analytics

Marketing

Services marketing, Consumer behaviour, Transformative potential of digital innovation, Retail management, Digital marketing, Customer experience management, Tourism and hospitality management, Service ecosystem, Sustainable marketing, Green marketing, AI use in marketing

Tuition fee and scholarships

Tuition fees: RMB 130,000 per year

PhD scholarships

University of Nottingham Ningbo China offers a wide variety of scholarships to potential PhD students seeking to study at Nottingham University Business School China. In addition to faculty scholarships, we also offer strategic research and other scholarships. Graduate Teaching Assistantships, combining paid teaching with PhD research.

Where do our PhD graduates go?

Since the first doctoral student graduated in 2013, NUBS China has continued to produce high-level doctoral graduates over the last ten-plus years, with an employment rate of 100%. Some of these graduates secured academic jobs not only at top Chinese universities, but they landed jobs at business schools in the UK, Australia, and France.



outstanding students



My PhD journey was the next level of a self-reflective and self-breakthrough journey after 20 years of industry experience. I cannot be more grateful and thankful to my professors, especially Professor Pingping Fu as well as to the Business School throughout the process. Life forward will be more interesting, more learning and I look forward to it.

Polly Kit Shun NG
Strategy



UNNC reflects a unique embodiment for PhD research. I have received the best of the philosophical and theoretical robustness of British research style. At the same time the culture richness of China helped me to understand things from different vantage points. The Business School experience made me collectively made me a better researcher.

Murtaza Faruquee
Marketing



Career Development

The Student Engagement and Employability Development (SEED) Scheme, our flagship initiative, uniquely empowers students to explore career paths, develop employability skills, gain hands-on experience, and establish professional connections. By participating in SEED, students acquire invaluable experiences that equip them to build meaningful careers.

Through a comprehensive extracurricular ecosystem, we provide students with opportunities to work on consultancy projects that address real-world challenges faced by industry and society. We offer mentorships to enable students to excel in national and international competitions, and we present research assistance opportunities to unlock their academic potential. Additionally, we support student-led projects that integrate innovative ideas with actionable solutions, promoting a culture of creativity and social responsibility.

The SEED Scheme not only prepares students for meaningful careers but also fosters a sense of innovation and social responsibility, creating lasting benefits that extend beyond the university and enrich the wider community.



World-class Facilities



The Nottingham Fintech Lab at the Business School is equipped with world-class hardware and software facilities. It allocates 51 high-performance desktops to accommodate teaching activities needs, including leading financial databases and data analysis and visualisation software such as WIND, CSMAR, Tableau, Anaconda and SAS.

The Lab will equip students with advanced technological and scientific resources and enhance their learning experience using state-of-the-art methods and tools to tackle real-life problems. It can also support teaching and learning situations that require big data storage, complex algorithms, business data analysis, computational intelligence, data mining, deep learning, computer vision, image processing, and social network analysis. It is a valuable support for the digital transformation of our degree programmes.

The Lab contains 12 Bloomberg terminals, a data terminal system developed by the financial information service provider Bloomberg, which is an important tool for those in the financial industry to access data and information. At the Bloomberg Global Trading Challenge 2024, a student team from UNNC won the championship in the Asia and Oceania region and was awarded third place worldwide. This marks the first time a university from Chinese mainland has claimed the regional championship in the Asia and Oceania division of the Bloomberg Global Trading Challenge.



The Microsoft Imagine Academy Programme has been launched at the Business School, which presents a new breakthrough for business education in China.

The Business School and Microsoft China will collaborate on teaching innovation, digital transformation and data analytics through Microsoft's training and certification to support the University's teaching and research projects. The two parties will work jointly to create a teaching and curriculum system that will assist teachers, students and eco-partners in improving their digital capabilities, fostering the development of innovative talents in the context of digital transformation.

Business Engagement

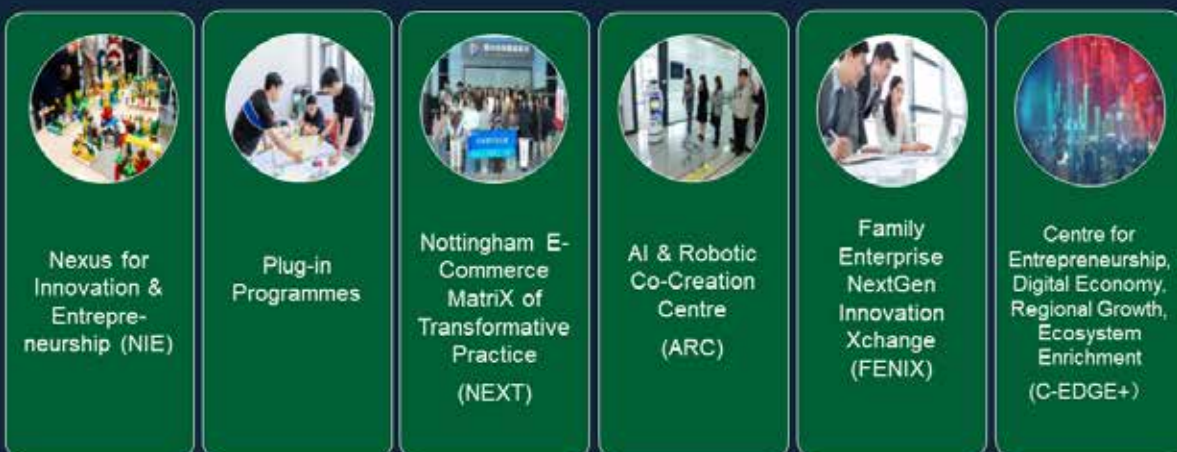
The Business School has built up strong links with companies and organisations. By engaging with some of the world's largest companies alongside dynamic small and medium-sized enterprises while studying with us, students exposed to the business world, may be inspired by great speakers, and can develop a relationship with a mentor.

Additionally, the Business School Advisory Board provides strategic advice to support the school's current development and future activities. Board members include distinguished leaders from private and public sector organisations and policymakers to ensure the continuing relevance of the School's activities.



Ingenuity Lab Programmes

Entrepreneurial Education & Practice

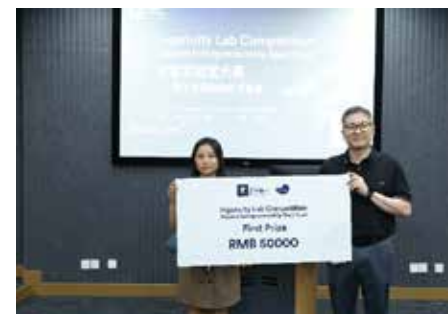


Discover Ingenuity Lab – Where Ideas Take Flight

Ingenuity Lab is where your entrepreneurial journey begins. As a university-level platform connecting academic minds and real-world innovators across the UK, China and Malaysia campuses, we focus on inspiring, educating, and empowering students and alumni to think boldly, act creatively, and develop the skills needed to lead innovation in today's world.

Our mission is to spark a culture of entrepreneurial thinking—where individuals from diverse disciplines come together to explore ideas, challenge the status quo, and build meaningful solutions. Whether you're dreaming of launching a startup or driving innovation within an organisation, Ingenuity Lab will help you grow into a confident, capable changemaker.

Ingenuity Lab is sponsored by UNNC Li Dak Sum Innovation and Entrepreneurship Fund, enabling us to shape the next generation of entrepreneurs and intrapreneurs who are ready to make a difference with forward-thinking, purpose-driven solutions. We offer hands-on experiences through initiatives like Nexus for Innovation and Entrepreneurship, Plug-in Programmes, AI & Robotics Hackathons, E-commerce Transformative Practice, Family Enterprise NextGen Innovation Xchange, Summer Bootcamps, and the Student Entrepreneurship Seed Fund—designed to guide your journey from idea to impact.



Wenxin Li

Year 3 student, BEng (Hons) Chemical Engineering

“Through the Ingenuity Lab initiative at the Business School, the funding, corporate resources and business mindset training have been invaluable. By collaborating with industry mentors and engaging in hands-on projects, I've transformed innovative ideas into actionable business plans while sharpening our commercial acumen. Grateful for the School's holistic support in empowering young entrepreneurs - this experience has profoundly shaped my professional trajectory.”

Zhuojun Yu

Year 3 student, BSc (Hons) Finance, Accounting and Management

“Last year, I participated in the Plug-in Programme from Ingenuity Lab. During the first phase, “LEGO Serious Play”, I discovered my potential abilities and creativity through simple LEGO bricks. There were no right or wrong answers, and the instructors fostered a safe environment that encouraged us to experiment fearlessly. In the second phase of the programme, I had the privilege of engaging in in-depth discussions with international industry experts. After the summer camp, I led my project team to secure ¥30,000 in student entrepreneurship funding from the lab, along with mentorship from our instructors. Through the Ingenuity Lab programmes, I learned how to turn my ideas into reality. I am truly grateful for the guidance and support from the instructors, as well as the opportunities provided by the lab, which allow students like me to explore and innovate.”



Nottingham Case Innovation Centre

The Nottingham Case Innovation Centre (NCIC) was officially established in September 2023 as a university-level research Centre under the University of Nottingham Ningbo China (UNNC). It is operated by the Business School of UNNC. The NCIC is dedicated to developing high-quality business education cases that reflect the latest trends, challenges, and practices in the business world, thereby enhancing case-based learning at UNNC. The establishment of the NCIC signifies a new era in UNNC's business education. The centre is dedicated to advancing the development of business teaching cases and promoting innovative case teaching with an open and creative mindset, bridging the gap between theoretical knowledge and practical business challenges.





Centre for Responsible Business and Innovation (CRBI)

The Centre for Responsible Business and Innovation (CRBI) at the University of Nottingham Ningbo China (UNNC), established in 2023, is one of the key initiatives of the Nottingham University Business School China. Our mission is to advance research, education, and dialogue in the fields of Environmental, Social and Governance (ESG), responsible business, and sustainable innovation, thereby fostering regional sustainable development. The Centre leverages UNNC's multidisciplinary strengths in corporate social responsibility, digital technology and innovation, supply chain and operations management, circular economy, finance, engineering, and more to enhance the value of ESG and sustainable development and empower entrepreneurs to advocate ESG practices. CRBI aims to become a leading figure and educator in the realm of sustainable development, playing a proactive role in cultivating international talent and skill enhancement for sustainable development, encouraging local businesses and communities to create a sustainable culture, promoting their responsible business practices, and advocating green innovation. Currently, the Centre has initiated collaborations with stakeholders to establish ESG evaluation specifications, advance student research projects in ESG finance, facilitate sustainable scientific research and knowledge exchange, build a no-waste campus, engage in sustainable innovation and supply chain security, etc.

At the end of 2024, UNNC was officially approved to establish the Regional Centre of Expertise Ningbo (RCE Ningbo) on Education for Sustainable Development (ESD) by the United Nations University (UNU). The project was proposed by the team led by Professor Kok Wei Khong, Dean of Nottingham University Business School China, and Professor Jing Dai, Director of CRBI. Moving forward, RCE Ningbo will focus on three key areas: 1) Strengthening Collaboration and Engagement – Partnering with governments, industry bodies, and social organisations to enhance local enterprises' performance in ESG and sustainability; 2) Deepening Research and Knowledge Exchange – Promoting innovation and practical applications in sustainable development while facilitating the translation and sharing of research outcomes; 3) Advancing Talent Development – Focusing on sustainable management, green innovation, and social responsibility to enhance youth education in sustainability, raise public awareness, and provide systematic training for faculty and professionals to support the widespread adoption of sustainable practices.



Recent Achievements and Projects

"Let's talk!" Event Series for Knowledge Exchange on Sustainability



Developing students' sustainability-related competencies: ESG Finance Research Programme & Campus E-Waste Initiative



The Group Standard "Evaluation specification for environmental, social and governance (ESG) of manufacturing enterprises" was successfully released and implemented



Nottingham Tri-campus smart Global Store Sustainable Operation Design Competition in collaboration with smart Automobile



"Business for Good" Sustainable Citywalk exploring B Corporations



2025

Welcome to the Business School



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환영합니다
Sannu da zuwa
Добро пожаловать!



歡迎
Fáilte
benvenuti
স্বাগতম

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Witamy
benvenuti
አንኳን ደህና መጣህ ።
Aloha





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Ningbo China

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Email: nubschina@nottingham.edu.cn

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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