



Nottingham University
Business School

UK | CHINA | MALAYSIA



**Nottingham University
Business School China**

University of Nottingham
Ningbo China



教育先行
國際交流

柯偉宏



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
2026



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

Ranked 97th in the QS World University Rankings 2026, maintaining its position within the elite global top 100.

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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rednote

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

The 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 2025 ShanghaiRanking of Academic Subjects, the Business School ranked amongst 13-21 in Business Administration, 18 - 31 in Management, and 51 -76 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 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.

<p>6 academics are among the World's Top 2% of Scientists</p>	<p>No.1 UNNC's first postdoctoral research station in Business Administration</p>	<p>One of the Principles for Responsible Management Education (PRME) Champion schools</p>	<p>AACSB ACCREDITED AACSB Accredited</p>
<p>First-class business module</p>	<p>92.63% of graduates were admitted into top 100 universities worldwide</p>	<p>ASSOCIATION OF AMBAs AMBA Accredited</p>	<p>Global alumni community</p>
<p>EFMD EQUIS ACCREDITED EQUIS Accredited</p>	<p>Exchange in collaboration with more than 160 renowned universities worldwide</p>		
	<p>Teaching approach The Business School has been upholding an international, innovative and impactful teaching approach</p>	<p>Career support Student Engagement and Employability Development Scheme provides students with opportunities to develop more professional skills, explore career planning and enhance their employability</p>	
<p>High employment and further study rate 95.91% in undergraduate & 95.96% in postgraduate</p>	<p>Global experience</p>		<p>Top-quality faculty</p>

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 PhDs from the University of Nottingham and Multimedia University Malaysia. His research focuses on digital innovation, artificial intelligence, and platform ecosystems. Before joining UNNC he was a postdoctoral fellow at The Hong Kong Polytechnic University. He was conferred the Ten Outstanding Young Malaysians award by Junior Chamber International Malaysia and received the West Lake Friendship Award from the Zhejiang Government. He has also been recognized among the world's top 2% scientists and listed among Elsevier's Most Cited Chinese Researchers.



Dr Bruno Deschamps

Associate Professor in Economics

Dr Bruno Deschamps received a PhD in Economics from the Université Libre de Bruxelles (ULB University). His research focuses on macroeconomic forecasting and financial economics. His work has been published in international journals such as the Journal of Banking & Finance, the Journal of Economic Behavior & Organization, and the International Journal of Forecasting. Prior to joining the University of Nottingham Ningbo China, he held an academic appointment at the University of Bath.



Professor Martin Liu

Professor of Marketing and Innovation

Professor Martin J. Liu received his PhD from the University of Warwick. He serves as Director and Chief Expert for multiple nationally recognised, government-funded research platforms. His work has been widely published in leading international journals, and he has also edited several academic books. He is actively engaged in the academic community as an editorial board member and reviewer for several top-tier journals. In addition to his research, Professor Liu is regularly engaged with the business community through executive education and consultancy, supporting organisations in areas related to digital strategy and innovation. His teaching has received both international and national recognition, reflecting his commitment to high-quality education and student development.



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 was Global Dean Academic Affairs following its merger with Hult International Business School. From 2017 to 2022, he was Dean of Nottingham University Business School China. His current research and teaching includes international business strategy, innovation, Chinese management, and the experience of expatriates in 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 obtained her PhD in Economics from the University of Cyprus in 2016, having previously earned her Master's in Economic Analysis there. Marina's research interests lie in the fields of international macroeconomics, SME financing, fintech, and applied econometrics. She is also actively engaged in pedagogical research, with a focus on developing innovative and effective teaching practices in higher education. In recognition of her outstanding contribution to teaching and student support, Marina was awarded the Lord Dearing Award.



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 100 papers in peer reviewed journals. He was elected Fellow of the Royal Economic Society in 2025.



Professor Kamel Mellahi

Professor in Business Administration

Professor Kamel Mellahi is a Fellow of the prestigious Academy of Social Sciences, and ranked among the top two percent of scientists worldwide in Stanford University's global ranking. His research focuses on international business strategy, business sustainability, and HR practices in multinational enterprises. He has published more than 100 papers and co-authored or co-edited 12 books. His research has also been cited in international media outlets including AP, Reuters, Bloomberg, Forbes, Financial Times, and The Wall Street Journal.



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

Associate Dean for Research and Knowledge Exchange
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 is the author of the books "Media and Entertainment Industry Management" and "Beauty of Crowdfunding: Blooming Creativity and Innovation in the Digital Era." Before joining UNNC, he was a Tenured Associate Professor at USC-SJTU Institute of Cultural and Creative Industry in Shanghai Jiao Tong University. He is also an award-winning business case writer and serves as the series editor for the Digital Entertainment series of SAGE Business Cases.

*Listed in alphabetical order of surname



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, ICAEW, CPA Australia and CIMA.

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

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.

Core modules

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

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

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.

Examples of employers

- Tesla
- Tencent
- ByteDance



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) 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	Principles of Econometrics
Introduction to Economics	Industrial Economics III: Market Structure and Competition Policy
Calculus and Linear Algebra	Financial Economics
Microeconomics for Business	International Economics
Industrial Economics I: Economics of Organisation and Innovation	Industrial Economics IV: Games and Strategies
Industrial Economics II: Pricing and Decision Making	Economics of Regulation and Public Choice
Macroeconomic Growth, Cycles and Policy	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	Strategic Management: Perspective, Process and Practice
Business Economics	Business Ethics and Sustainability
Work and Society	International Business Environment and Strategy
Communication and Technology	Organisational Behaviour
Communication and Culture	Principles of Marketing
Marketing Management	Technology and Organisation
Cultural Analysis	Capstone Project
Public Relations and Propaganda	

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



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
Worked at Accenture, and then joined 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

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)	Translating Cultures
Entrepreneurship: Theory and Practice	Managing Across Cultures
The Digital Economy	Principles of Marketing
Organisational Behaviour	International Business Environment and Strategy
Marketing Management	Big Data Marketing
Marketing Analytics	

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

BSc (Hons) Financial Technology

Programme overview

This programme is grounded in the fundamental knowledge and core skills of financial technology. It integrates the latest developments in finance, mathematical statistics, economics, and artificial intelligence to cultivate versatile and innovative talents equipped for emerging technologies and new business models.

The programme emphasizes the integration of financial theory and practice, with a strong focus on students' mastery of cutting-edge technologies such as modern computer science, blockchain, machine learning, and artificial intelligence. It aims to develop students' ability to apply fintech knowledge to solve real-world financial problems.

Through practice-oriented teaching and case-based learning, students cultivate critical thinking, independent analytical skills, and a forward-looking mindset in financial innovation, technology development, and policy research. Following global trends in financial technology, this course adopts a progressive and multi-dimensional learning framework. It enables students to

- Gain a comprehensive understanding of financial market and architecture of fintech.
- Explore the profound impact of technological innovation on socio-economic development from an interdisciplinary perspective.

To nurture globally competitive professionals, the programme places strong emphasis on cross-cultural exchange and the expansion of students' international perspectives. It attracts students from diverse countries and regions, contributing intellectual support to the development of fintech in a globalized context. Graduates emerge with a solid academic foundation, advanced technical capabilities, and a strong sense of social responsibility. They are well-prepared to promote inclusive fintech development and contribute to building a more efficient, equitable, and sustainable financial system.

Special features

- Solid expertise in finance, statistics, artificial intelligence, and economics, with the ability to apply these concepts to real-world business challenges.
- A strong career foundation, preparing students for roles in FinTech, as well as further academic research.

Core modules

Fundamentals of Financial and Management Accounting	Intermediate Microeconomics
Linear Algebra and Optimisation	Data Structures and Algorithms
Microeconomics	Corporate Finance
Mathematical Analysis	Econometrics
Foundational Programming for Business	Derivatives
Business Finance	AI and Fintech
Macroeconomics	Machine Learning for Finance
Investment and portfolio management	Political Economy and Public Finance
Probability Theory and Statistical Inference	Ethics and RegTech for Investment Profession

Further study

The Financial Technology programme will equip students with cutting-edge skills in financial technology, including AI, machine learning, blockchain, and data analytics. These competencies are highly sought after in the modern financial industry, significantly enhancing the employability of graduates. Students will be well-prepared to secure positions in various sectors, including investment firms, financial institutions, and fintech companies.

With a strong foundation in Economics, Finance, and Artificial Intelligence, graduates will be well-equipped to pursue advanced degrees in fields such as Finance, Economics, Business Analysis, Statistics, and Computer Engineering. This broad educational base expands graduates' postgraduate course options, enabling them to pursue professional study and research at top institutions.



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.”



Undergraduate Programmes

BSc (Hons) Big Data Management and Applications

Programme overview

The BSc (Hons) Big Data Management and Applications is a business-based interdisciplinary degree designed for students who want to turn data into insight, decisions, and organisational value. The programme combines mathematics, statistics, programming, databases, and artificial intelligence with economics, operations, and management, enabling students to understand not only how data is analysed, but also how it is applied responsibly in real business contexts.

Students build strong foundations in quantitative methods and computing before progressing to predictive analytics, econometrics, text analytics, and AI for business. Through laboratories, case-based learning, industry-engaged projects, and a final-year capstone, they learn to solve practical problems in areas such as marketing, digital transformation, operations, and consumer insight.

Through access to cutting-edge facilities such as the Data Analytics Lab, Blockchain Lab, students gain hands-on experience with advanced software tools and AI-driven platforms. Industry-engaged projects, case studies, and collaboration with the Ingenuity Lab further enhance their ability to apply big data and AI solutions to real organisational challenges.

Special features

- Integration of big data analytics, machine learning, and AI applications within business contexts.
- Practical, hands-on learning supported by advanced digital facilities, specialist labs, industry-standard software, and AI-powered tools for data analysis, modelling, and actionable solutions, equipping students to address real-world organisational challenges.
- Engagement in industry-collaborative projects and innovation initiatives.

Core modules

Business Economics	Intermediate Programming for Business
Principles and Applications of Databases	Data Science and Predictive Analytics for Business
Linear Algebra and Optimisation	Operations Research
Managing Operations in the Digital Enterprise	Introductory Econometrics
Foundational Programming for Business	Artificial Intelligence for Business
The Digital Economy	Big Data Marketing
Marketing Management	Text Analytics in Business
Probability Theory and Statistical Inference	Big Data Management and Analytics: Applications and Practice
Data Structures and Algorithms	Managing Information Systems for Enterprise Digitalisation

Further study

Graduates of the BSc (Hons) Big Data Management and Applications programme are prepared to succeed in the data-driven economy, where artificial intelligence and digital transformation are reshaping industries. Their combined expertise in data analytics, AI technologies, and business management enables them to excel in roles such as:

- Data analyst or business intelligence consultant
- AI solutions specialist or machine learning analyst
- Digital transformation and technology consultant
- Marketing and consumer insights analyst
- Operations and supply chain analytics professional

Beyond immediate employment, graduates are also well-prepared for postgraduate study in areas such as Artificial Intelligence, Data Science, Business Analytics, Financial Technologies, Digital Health, and Information Systems Management at leading global universities.

BSc (Hons) Management Science

Programme overview

This programme provides a rigorous foundation in quantitative analysis, operational management, and business strategy, integrating mathematical, computational, and strategic principles to address real-world business challenges. It adopts a data-driven and systems-based approach, focusing on how organisations can optimise operations and make informed decisions in complex and dynamic environments.

The curriculum is designed to be at the forefront of management science, ensuring that students engage with the latest analytical tools and strategic frameworks used in the industry. Through a combination of theoretical learning and hands-on projects, the programme equips students with the sophisticated modelling and problem-solving capabilities required to drive efficiency and innovation in any organisation.

Special features

- An interdisciplinary curriculum bridging business, mathematics, computer science, and economics.
- Deep expert in management science, operations research and data analytics, combined with application-oriented learning that enables students to apply quantitative methods to real-world business problems.
- A robust career pathway, preparing students for high-impact roles in consulting, technology, and operations management, as well as for advanced postgraduate research.

Core modules

Business Economics	Data Structures and Algorithms
Principles and Applications of Databases	Operations Research
Linear Algebra and Optimisation	Data Science and Predictive Analytics for Business
Managing Operations in the Digital Enterprise	Business Operations Analytics
Systems Engineering	Introduction to Modelling and Simulations
Foundational Programming for Business	Decision Theory and Applications
Production and Operations Management	Logistics and Supply Chain Management
Project Planning and Management	Management of Quality
Probability Theory and Statistical Inference	Managing Information Systems for Enterprise Digitalisation
Introduction to Management Science for Business Decisions	

Further study

Graduates of the BSc Management Science programme are well-equipped to pursue careers in operations, management consulting, analytics, and strategic planning. The programme's strong analytical focus and interdisciplinary training make it especially suitable for roles involving complex problem-solving and decision-making in areas such as:

- Management and strategy consulting
- Business/operations analysis
- Supply chain and logistics management
- Operations research and optimisation
- Product and project management
- Financial and marketing analytics

Many students also continue their studies at postgraduate level, pursuing master's or doctoral degrees in operations research/analytics/data science, supply chain/logistics, business analytics/information systems, quantitative finance, marketing analytics or related fields at leading global institutions.



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.

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. Falau (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

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.

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 (CBOOK), 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.

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



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



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 internship opportunities 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 Jiaxing (China)

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

Course structure

Year 1 Compulsory

Audit Risk and Control
Taxation in China
Financial Accounting and Reporting
Finance and Investment
Strategic Management Accounting
Accounting Internship

Year 2 Compulsory

International Taxation
Accounting Analytics
Accounting Project

Year 2 Optional

Accounting Internship II
Quantitative Research Methods for Finance and Investment
Financial Markets and Instruments

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





Masters Programmes

MSc International Management

Type: Full time | Duration: One year

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.

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 insights about the importance of culture at the workplace and in business in general 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
Audit Risk and Control
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

Business analytics supports corporate decision-making and value creation through data and analytical methods. It is an interdisciplinary field integrating management science, statistics and machine learning within business contexts. This programme aims to develop students' ability to transform data into actionable insights. Using technical approaches including data acquisition and governance, statistical analysis, predictive modelling and visualisation, it improves organisations' performance in financial performance, strategy formulation and operational management.

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

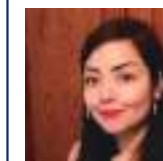
Compulsory

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

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.

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 employers.

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. 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

Strategic Entrepreneurial Growth

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



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

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



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 facilitate 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 Nottingham 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 are required to provide a Personal Statement and a Value Proposition Statement(VPS). In the VPS based on Value Proposition document, applicants must clearly articulate the business opportunities they have identified, the unique benefits and value delivered to target customers, and justify why customers should choose their products or services over others. In order to help you complete this small task, the basic instruction of how to use VPC to come up a value positioning statement and template are provided.	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.	150,000 RMB per annum
MSc International Management	2:1 level or above (or international equivalent) in disciplines such as management, business studies, marketing, economics, accounting and finance*.	
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 2026 September entry: 30 June 2026



Scan for more details



University of Nottingham Ningbo China

Master of Business Administration

Type of study: Part time
Duration: Two years
Start date: Every September
Application deadline: 30 July of each year
Total tuition fee: RMB200,000



01 Programme overview

The Master of Business Administration (MBA) at the University of Nottingham Ningbo China (UNNC) is a transformative programme tailored for professionals aiming to elevate their careers in business and management. This globally-focused postgraduate programme provides a robust foundation in leadership, strategy, and decision-making, while equipping you with the tools to navigate and excel in today's fast-paced business environment.

With a curriculum that encompasses key disciplines like finance, marketing, operations management, and strategic leadership, the MBA is designed to build expertise and foster critical thinking. Core modules are thoughtfully paired with a wide range of electives, allowing you to customise your learning journey to align with your career ambitions. A hallmark of the programme is the Management Project, where you will apply your knowledge and skills to address real-world business challenges.



Throughout the programme, you will develop advanced problem-solving, analytical, and leadership abilities. Alongside these technical skills, you will explore crucial issues such as business ethics, sustainability, and innovation, preparing you to lead responsibly in a rapidly evolving global marketplace. The programme's emphasis on experiential learning ensures practical application through group projects, case studies, and engagement with industry leaders, providing a dynamic and immersive experience.

Your personal and professional development is a continuous journey throughout the MBA. We support you with a range of career development activities, including coaching and mentorship, to help you define your next steps based on your aspirations, skills, and interests. Upon graduation, you will possess not only the knowledge and practical expertise but also the confidence and strategic mindset to distinguish yourself as a future-ready business leader.

02 University ranking



The University of Nottingham has been ranked 97th in the QS World University Rankings 2026, maintaining its position within the elite global top 100. This recognition testifies to our institution's world-class teaching, cutting-edge research capabilities and exceptional student experience, cementing Nottingham's reputation as a leading global university.

03 Why choose our MBA?

Triple crown accreditations

Nottingham University Business School China is proud to be among the top 1% of elite business schools worldwide accredited by the 'triple crown' bodies - AACSB, AMBA, and EQUIS.



National recognition

According to the 2025 ShanghaiRanking of Academic Subjects, the Business School ranked amongst 13-21 in Business Administration, 18 – 31 in Management, and 51 –76 in Economics in the Chinese mainland.

World-class faculty

Nottingham University Business School China boasts a diverse faculty of 120+ academics from 20+ countries and regions, with over 90% holding overseas PhDs. Our faculty's excellence is further underscored by five academics being named to Elsevier's 2025 Highly Cited Chinese Researchers list, while six esteemed academics rank among the World's Top 2% of Scientists (Stanford University & Elsevier).

Flexible delivery

Designed for ambitious professionals, modules are delivered on weekends, allowing you to pursue your MBA without disrupting your full-time career.

A truly global experience

Gain international exposure through our tri-campus MBA programme, featuring study opportunities with our UK and Malaysia campuses. You'll have the chance to participate in international studies, where you'll meet executives, visit leading companies, and engage with industry experts—gaining firsthand insights into global business practices.

Industry and networking

The Business School has cultivated strong partnerships with leading global corporations, such as Microsoft, CRRRC, Deloitte, KPMG, and Bank of China. You'll join a diverse international community of students, faculty, and industry leaders while gaining access to our prestigious worldwide 10,000+ alumni network - opening doors to lifelong career opportunities and professional connections.

Sustainability and innovation focus

Learn how to create business solutions that are not only profitable but sustainable and forward-thinking, equipping you to be a leader for tomorrow's challenges.

Recognised degree

Earn a degree awarded by the University of Nottingham, officially recognised by the Chinese Ministry of Education.



04 Entry requirements

Academic qualification

You are expected to hold an upper second-class honours degree (2.1) or above (or international equivalent) in a relevant field, or a relevant professional qualification deemed equivalent to a degree with honours.

Work experience

A minimum of three years of full-time post-graduation work experience is expected, including some management and supervisory work experience.

Interview requirement

As part of the admissions process, applicants who meet the entry requirements will be required to attend and pass an interview.

*Applications from exceptional candidates will be considered on a case-by-case basis.



05 English language requirements

Applicants can meet the English language entry requirements in one of the following ways by:

- » providing evidence for one of the exemptions below:
 - your first language is English;
 - your entry qualification was obtained through English-medium instruction at a recognised institution;
 - you have lived or worked in an English-speaking country for at least two years;
 - you have worked for at least two years in a professional environment where English is the primary language of communication.
- » obtaining the required scores in a recognised English language test:
 - **IELTS:** 6.5 overall, with no less than 6.0 in any element;
 - **PTE Academic:** 71 overall, with a minimum of 65;
 - **TOEFL iBT:** 90 overall, with minimum scores of 19 in Writing, 19 in Listening, 20 in Reading, and 22 in Speaking.
- » passing the Internal English Assessment (conducted as part of the MBA admissions interview).
- » successfully completing the Pre-Sessional English Course for the MBA programme.

06 Modules

Compulsory modules

Accounting and Finance
Marketing
Operations Management
Strategic Management
Leading People and Organisations
Business Economics
Sustainable Decisions and Organisations
Entrepreneurship and Creativity
Management Project

Optional modules

Corporate Finance
Business Ethics
Innovation Management
Business Intelligence in the Digital Economy
International Study Tour
Project Management



07 Industry engagement

Nottingham University Business School China is committed to fostering a diversified industry-academia collaboration network, maintaining in-depth strategic partnerships with leading enterprises and institutions both domestically and internationally. Through organising a variety of industry engagement initiatives, we provide students with platforms to interact with Fortune Global 500 companies and innovative SMEs, enabling them to gain career insights under the guidance of industry leaders while establishing long-term mentoring relationships with corporate advisors. In recent years, our graduates have demonstrated outstanding employment outcomes in fields such as finance, data technology, management consulting, marketing, public policy, and healthcare management, securing positions at globally renowned firms including Deloitte, Tencent, EY, Alibaba, HSBC, and ByteDance.

Guided by forward-looking research on global business trends, the Business School continues to strengthen talent development partnerships with industry leaders. We have established talent cultivation frameworks with major central state-owned enterprises such as CRRC, regional SOEs including Zhejiang Communications Investment Group, state-backed financial institutions like Bank of China, as well as multinational corporations such as Samsonite China and BorgWarner, supporting their international talent development.

To enhance industry-academia-research collaboration, the Business School has established an Advisory Board comprising distinguished academics and industry leaders. This Board not only provides strategic guidance for the School's development but also facilitates deeper cooperation with government bodies and corporate organisations through its extensive professional network, ensuring our teaching and research remain closely aligned with socioeconomic development needs.

08 How to apply

Prepare for the application materials

- One recommendation letter on headed paper, signed and/or stamped
- CV
- Academic transcripts and degree certificates (completed or results so far)
- English language test score report if already received (e.g. IELTS or PTE Academic)
- Personal statement
- One photocopy of the main pages from your passport
- One 2 inch color bareheaded photo with white background (Note: the head must occupy two thirds of the photo; photo dimension is no less than 320 x 240 pixels, the aspect ratio is 4:3; the file size is between 100kb - 500kb; jpg or jpeg format)
- Identification document

Scan QR code to submit application online



Application Deadline:
30 July of each year

09 Talk to us

To learn more about our MBA programme, please contact us via:

- Email: mba@nottingham.edu.cn
- Telephone: +86 (0)574 8818 0000 ext.6215
- Completing the online enquiry form



Research areas in PhD programmes

Accounting

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

Economics

Environmental and sustainable economics, energy economics, international economics and trade, banking and financial economics, macroeconomic forecasting, the Chinese economy, microeconomics, applied econometrics, economics of digitalization, experimental economics.

Entrepreneurship and Innovation

Governance in science, Technology and innovation, Start-ups, Family business, Entrepreneurial platforms and ecosystems, Economics of innovation, Digital entrepreneurship, Psychology and entrepreneurship, Entrepreneurship education, Venture capital investment

Finance

Corporate finance, Asset pricing, Capital markets, Fintech, International finance, Innovation, Banking, Entrepreneurial finance, Household finance, AI Insurance, superannuation, ESG Investing, Real estate, Applied financial econometrics, Islamic finance, Machine learning applications in Financial markets

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, Human-AI interaction, Digital Well-being

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, Digital supply chains

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

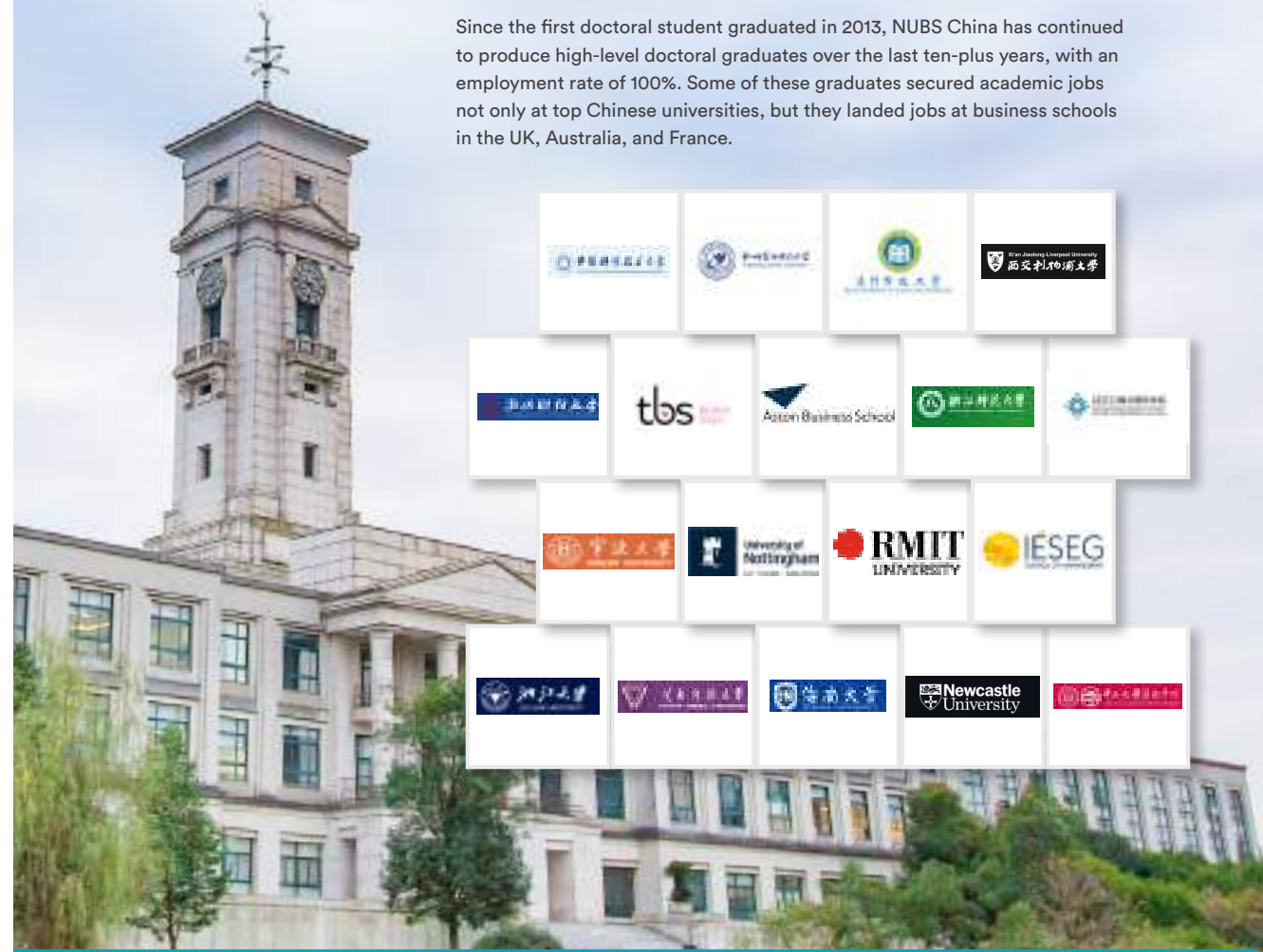
Tuition fees: RMB 130,000 per year

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 innovation 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 is our flagship programme dedicated to empowering students to explore career pathways, strengthen employability skills, gain practical experience, and build professional networks. Through the SEED, students acquire invaluable experiences that prepare them for meaningful careers.

We provide a comprehensive extracurricular framework that enables students to engage in real-world business projects, address industry and community challenges, and receive mentorship to excel in national and global competitions. The scheme also offers research assistance to unlock academic potential and supports student-led social impact initiatives that turn innovative ideas into actionable solutions.

By fostering creativity, practical skills, and social responsibility, the SEED Scheme not only prepares students for professional success but also cultivates future leaders who contribute positively to society. Its impact extends beyond campus, creating lasting value for both our students and the wider community.



World-class Facilities



Nottingham Fintech Lab

Nottingham Fintech Lab is equipped with 51 high-performance computers, 12 Bloomberg Terminals, and various financial platforms and databases, computing devices, cloud computing platforms, and large language models (LLMs). It provides students with training in data collection, analysis, modeling, and quantitative trading, offering an innovative and immersive learning environment.

The lab's complete set of commonly used financial software, databases, and analytical tools, aimed at providing learning support to students in finance-related majors and enhancing their employability. Additionally, the lab provides necessary hardware support for students to participate in business competitions such as the Bloomberg Global Trading Challenge and the CFA Institute Research Challenge.



Digital Business & Analytics Lab

The Digital Business & Analytics Lab 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 supports 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, supporting the digital transformation of our degree programmes. The Lab also enables students to practice processing and analysing data on decentralised or remote storage spaces with GPU enhanced computers, which is commonly found in the workplace, thus equipping our students with employable skills.



Digital Future Lab

The Digital Future Lab encompasses a range of cutting-edge facilities and resources dedicated to exploring the forefront of digital technologies and shaping the future of education and research.

The laboratory has four functions: AR/VR teaching, AR/VR development, eyesight insights, and motion tracking. It is equipped with advanced facilities, including AR/VR headsets, eye tracking systems, motion tracking systems, and other advanced technologies, such as motion-capture suits, VR headsets, Apple Vision Pro, Tobii Glasses, 3D spatial modelling devices, Unity Pro, Alibaba Cloud services, and more.

Breaking the boundaries between different schools and departments, it functions as an open and shared platform dedicated to supporting interdisciplinary research, practical teaching, and industry-engaged projects, catering to the needs of the entire university community, empowering our students and staff to imagine boldly, build confidently, and shape the future of immersive experiences and entrepreneurship.

Ingenuity Lab Programmes Entrepreneurial Education & Practice



Nexus for Innovation & Entrepreneurship (NIE)



Plug-in Programmes



AI & Robotic Co-Creation Centre (ARC)



Family Enterprise NextGen Innovation Xchange (FENIX)



Customized Programmes

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 Fellowship 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.



Nottingham Global Case Centre

Nottingham Global Case Centre (NGCC) is the only official case centre within the University of Nottingham's global system spanning the UK, China, and Malaysia, it represents a significant step in leveraging the University's deep expertise in business case development and extending it onto a broader, globally connected platform to advance research and commercial innovation.

Operated by the Business School, NGCC 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 NGCC 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.



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.





Regional Centre of Expertise Ningbo on Education for Sustainable Development Centre for Responsible Business and Innovation

The Centre for Responsible Business and Innovation (CRBI) at the University of Nottingham Ningbo China (UNNC) was founded in November 2023. As one of the key strategic initiatives of Nottingham University Business School China, it now serves as a core research component of the Regional Centre of Expertise Ningbo on Education for Sustainable Development (RCE Ningbo), undertaking research, academic support and knowledge transfer activities. Drawing on UNNC's multidisciplinary strengths and with a focus on ESG, responsible business and sustainable innovation, CRBI empowers regional sustainable development through research, education and collaboration. It cultivates internationally-minded talent, supports the development of a sustainable culture, and provides academic underpinning for RCE Ningbo.

The Regional Centres of Expertise on Education for Sustainable Development (RCEs) are a global ESD network initiated and accredited by the United Nations University (UNU), dedicated to industry-academia-research collaboration and innovation for the advancement of global sustainable development. To date, there are approximately 200 RCEs worldwide. On 20 December 2024, proposed and led by the CRBI team, RCE Ningbo was officially approved by the UNU, making it the 10th RCE in China. As a member of this prestigious global ESD network, RCE Ningbo integrates international best practices, policy innovations and industry advancements to empower Ningbo and the Yangtze River Delta region. By aligning local government, industry, academia, and research resources, it aims to develop a unique sustainability model that enhances Ningbo's global competitiveness. This also provides a platform for students to transform theory into practice, fosters in-depth collaboration with stakeholders, and advances the implementation of the United Nations Sustainable Development Goals (SDGs).

Projects and Events

RCE Ningbo Launch: Local Practice with Global Vision



"Let's talk!" Event Series create a knowledge-exchange platform on Sustainability.



The student research project—Supply Chain Carbon Footprint Project led students to delve into the industrial chain and participate in the green transformation practices of enterprises.



The "EmpowerChain: Youth Sustainability Accelerator" Project has been acknowledged as a 2025 Flagship Project (Youth-Led Category) by the United Nations University (UNU).



Commissioned by the Ningbo Development and Reform Commission, the Centre developed an urban ESG evaluation index system to support Ningbo's development into a high-level innovative city.



"AI for Sustainable Future" Project focuses on the dynamic interplay between artificial intelligence and sustainable development, exploring innovative pathways forward.



smart X UNNC Vehicle Sustainable Retrofitting Competition promoted interdisciplinary collaboration and inspired students' sustainable innovation concepts and practices.



2026

Welcome to the Business School



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환영합니다
Sannu da zuwa
Добро пожаловать!



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Aloha





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Ningbo China

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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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