



# Understanding Business in China

## International Summer School at University of Nottingham Ningbo China

### China Experience - Nottingham Expertise

#### Course description

Welcome to “Understanding Business in China”, a two-week summer programme which introduces you to the multifaceted and complex cultural environment of China, and which enables you to develop a strong appreciation for the challenges and benefits of working and living in this amazing country.

Whichever way you look at it, China is powerful. But there are still challenges. How will it respond to real demographic changes, or cope with the economic challenges of a trade war? Will China change the way it engages with the international community and business in the light of global pressures? What – if anything – can we learn from China’s history about its future?

If you are looking for a programme which offers a thorough introduction to China in English at a world top 100 ranked university, then there’s unlikely to be anything better than this summer programme.

The summer school will comprise of ten sessions taught over the two weeks in three hour block covering issues such as\*:

- Understanding China’s Economy
- Starting and Managing a Social Enterprise in China
- Corporate Social Responsibility in China
- Understanding China’s Culture
- Digital Enterprise in China
- Ethnicity in China
- China’s New Silk Road Project
- Political Systems and Government
- Intercultural Business Communication in China
- China and the World

(\* A representative list. Actual content may vary.)

#### Trips

**Shanghai** is a unique city with a distinctive combination of a rich cultural history and a business-centered approach to life. You will be offered the chance to spend two days in Shanghai for sight-seeing and soaking up the atmosphere of this huge and vibrant city.

**Hangzhou** is the capital of Zhejiang Province. It is a busy but beautiful city, with its renowned West Lake represented on some currency notes.

#### Cultural and social activities

As part of our Summer School, we will offer afternoon and evening activities including mandarin lessons and cultural activities such as Tai Chi, Chinese calligraphy and painting.



## Why will you love UNNC?

University of Nottingham UK opened its China Campus in 2004, becoming the first Sino-foreign university to be approved by Ministry of Education in China. University of Nottingham Ningbo China (UNNC) offers the best of both worlds - you will have the opportunities to live and study in China, while studying at a campus where the first language is English.



UNNC is located in Ningbo, one of China's major ports and economic centres. Based in Ningbo Higher Education Park, this spacious, modern campus offers first-class amenities, including a library, teaching and IT facilities, accommodation for all students and staff, restaurants and shops, as well as a dedicated sports complex.

On the doorstep of the campus is the vibrant city of Ningbo, a major driver for China's eastern economy. While here, you will have the opportunity to visit Ningbo's cultural sites such as Tianyi Pavilion, stroll down Nan Tang Old Street, and explore its vast shopping areas and diverse nightlife.



## Fast facts

**Course dates:**  
21st June – 5th July 2020

**Credits:** 10 UNNC credits

**Course fee:** 9,000RMB

**Discount:** a discount of 1,000RMB for students from U21 and UNNC partner institutions and for students who pay the full fee by 31 March 2020.

**Accommodation:** on campus fully-furnished, four-room flats. The accommodation fee is included in the course fee.

\*1 USD ≈ 7 RMB

**Find out more and how to apply, please visit the website:**

<https://www.nottingham.edu.cn/en/global/summer-programme/understanding-business-in-china.aspx>

## For further enquiries

**Global Engagement Office  
The University of Nottingham  
Ningbo China**

**Email:** [international-summer-school@nottingham.edu.cn](mailto:international-summer-school@nottingham.edu.cn)