



Doing Business in China

International Summer School at the University of Nottingham Ningbo China

China Experience - Nottingham Expertise

Course description

Welcome to 'Doing Business in China', a two week summer programme which introduces you to the multifaceted and complex Chinese business environment and focuses on key aspects of doing business in China.

Whichever way you look at it, China is powerful. On various economic measures, it has outperformed most major economies. In terms of regional influence, it is a major player, and when you consider its history, it has branded itself as a moderating influence in the region. So much so, in fact, that western and non-Chinese businesses and organisations have appeared to bend over backwards to enter the Chinese market, or to manufacture their products here so much more cheaply than back in their own countries. China wields significant influence through its increasing presence in global supply chains, the importance of its market for many foreign firms, the rising importance of its outward foreign direct investment and through being seen to maintain a stable and harmonious society which manages to provide for its citizens.

And yet companies have struggled to understand this economic giant which just seem to be so able to adapt to different situations. Yes, China has grown economically,

but does that make it a place where everyone can do business, or just the shrewd few?

And how will it respond to real demographic changes, or cope with increasingly inflation? And are those ideas about a cultural harmony in China really true, or just a romantic notion that China is able to sell to those who wish to do business in the 'Middle Kingdom'?

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

- Digital Marketing in China
- Understanding China's economy
- Starting and managing a social enterprise in China
- Corporate Social Responsibility in China
- Innovation in China
- Understanding China's culture
- Zhejiang, Ningbo and regional variations in China

Participants may also like to take the Mandarin for Work language module which will run alongside this module.

Cultural and social activities

The opportunity to travel and experience China is a remarkable one. No other country has as much variety, depth and history. As part of our Summer School we include the trips to Shanghai and Hangzhou which will provide you with a fantastic chance to explore this amazing country at a time of rapid change. Apart from trips, cultural activities such as calligraphy, Chinese painting, and Taiji will also be offered to interested students.

Fast facts

Course dates:
23rd June – 7th July 2018

Credits: 10 UNNC credits

Tuition: 5000RMB (a discount of 1000RMB is available for students from UNNC partner universities. A 10% discount off the course fee is available for students who apply and pay the full fees by 31st March)

Accommodation: on-campus fully-furnished, four-room flats. 2100RMB for a duration of two weeks



“It’s been a great opportunity for people from different cultures, contexts and disciplines to study and travel together. Given the sweeping trend of globalization, such a platform for communication is becoming increasingly important.”

- 2015 Summer School student



Why will you love UNNC?

The 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. The 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.



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

<http://www.nottingham.edu.cn/en/global/coming-to-unnc/summer-school.aspx>

For further enquiries

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