



The University of
Nottingham

Sustainable Internationalisation: The University of Nottingham's Campus in China

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THE INTERNATIONAL
BUSINESS AWARDSSM

2006 Winner

- International Business Award 2006 for Best New Product/Service.



- Outward Exporter of the Year in the 48 Group Club China Business Awards 2005/06.



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2006

- The Queen's Award for Enterprise in the category of International Trade in 2006.

**Teaching and
Language Centre**

**Student Services &
Computing Centre**

**Main
Building**

**Staff Hotel &
Restaurants**

**Student
Residences**

**Sports
Facilities**





宁波诺丁汉大学

THE UNIVERSITY OF NOTTINGHAM-NINGBO





Why China?

- Maintain position of the University in China and in the study of China
- Research and Development
- Sponsorship opportunities
- Curriculum development
- Internationalisation

Internationalisation

- Recruitment of international students
- Internationalising the student experience for home students

Internationalisation (continued)

- Collaborating bilaterally and multilaterally – research and joint programmes (China and India; EU/Asia Link)
- Transnational Education:
 - E-learning (eg 'E-China')... and International Campuses

University of Nottingham, Ningbo, China

Phase 1: 4,000 students by 2010

2008-09: Review progress before decision to go to phase 2.

Phase 2: 8,000 students by 2015
25% International Students



CCTV

CCTV

Conclusion

- Pre-planning market research is vital –
but ...
- Importance of an underpinning Internationalisation strategy
- Research and Development
- Reputation
- The learning curve is steep
- Management model – but adapt it
- Allow time for growth: medium to long term
- The next opportunity ...