



Nottingham University  
Business School

UK | CHINA | MALAYSIA

# Welcome to \_\_\_\_\_



---

Nottingham University Business School, UK  
**Education | Research | Practice**



# Foreword

Professor David Park

Dean, Nottingham University  
Business School, UK

It is a pleasure to introduce this brochure showcasing the work of Nottingham University Business School during 2024.

We are a multi-national school with staff and students from 115 different countries currently working and studying at one of our three campus locations in the UK, China and Malaysia. Our international reach enhances our students' opportunities, our research collaborations and our executive education offer. We are also proud that many of our courses hold professional accreditations and international recognition. As a global business school, I was particularly delighted that our MSc International Business was ranked 18th in the world in the 2024 QS International Trade Ranking. Alumni from our MSc Finance and Investment ranked our global alumni network 27th in the world, and in the top ten for overall satisfaction in the 2024 Financial Times Masters in Finance ranking.

An educational experience at our school seeks to prepare our graduates for the workplace and our goal is to produce highly employable students. The Business School continues to create new opportunities for our students to develop additional

experiences and skills that employers look for including critical thinking, entrepreneurial attitudes and digital qualifications by Microsoft and SAP. Our students also have the opportunity to take part in company based challenges where they explore a specific issue facing a local business or charity.

Issues of international concern are also consciously addressed by our research activities including work exploring food insecurity, modern slavery, healthcare management, sustainable finance, supply chains, and tourism. Our academic expertise across a range of business disciplines could be of benefit to you and your organisation.

This year has seen us celebrating 25 years since Nottingham University Business School was established. We have held a variety of celebratory events around the world with our alumni, friends and supporters. Our anniversary has also provided a wonderful opportunity for us to connect with a range of companies and organisations and share our future ambitions.

I hope you enjoy reading about the UK-based activities of our global Business School and are inspired to collaborate with us. We are always keen to hear from potential business partners.

# Contents

Overview

4



Education and student experience

6



Research impact

12



Practice

22

Further information

29

Company based challenges .....7  
 Placement year ..... 8  
 Digital Centre of Excellence.....10  
 Professors of Practice.....11

Guidelines for gender equality.....13  
 Charter for inclusive entrepreneurship .....14  
 Solutions for food insecurity .....15  
 Inclusive Financial Technology Hub.....16  
 N/LAB – big data for good .....17  
 Tackling modern slavery practices.....18  
 Sustainable travel and tourism.....19  
 Achieving net zero at East Midlands Airport.....20  
 Improving healthcare management .....21

Ingenuity Lab .....22  
 Ingenuity Programme .....24  
 Executive Education .....26  
 Your Entrepreneurs Scheme.....28

Castle Meadow Campus.....29  
 Working with partners .....30  
 Engage with us .....31



# Three international campuses, one pioneering school

At Nottingham University Business School, we bring together education and business, working with our partners to unlock the potential of students and professionals alike.

University of Nottingham  
Jubilee Campus, UK



University of Nottingham  
Malaysia



University of Nottingham  
Ningbo China



From local start-ups to multinational organisations and everything in between, we have connections with a huge variety of businesses across a wide range of sectors and from all over the world. Our expertise ranges from technology, banking and big data, to consumer behaviour, ethical leadership, corporate governance, entrepreneurship and innovation and supply chain analysis.

Nottingham University Business School has cemented its reputation as a global education leader with top rankings in finance and international trade.

Our MSc International Business has been ranked in the world top 20 and 5th in the UK in the QS International Trade Rankings 2024. This one-year, full-time programme is designed for students without a first degree in business or management and is offered at our campuses in Nottingham and China.

Additionally, our MSc Finance and Investment ranked top 60 globally and in the top ten in the UK Financial Times (FT) 2024 Masters in Finance ranking. This programme is recognised by the Chartered Financial Analysts (CFA) Institute's university recognition programme, covering over 70% of the CFA curriculum.

These prestigious accolades highlight Nottingham University Business School's innovative teaching methods, strong industry connections, and successful graduate outcomes.

Our vision at Nottingham University Business School is to be a global leader in business education and research, shaping the future of responsible business and management in an interconnected world. We aspire to deliver an unparalleled learning experience that transforms our students into visionary leaders and change-makers.

Nottingham University Business School has three international locations, with over 7,000 students and over 400 staff. We are proud to be among an elite group of business schools worldwide to gain 'triple crown' accreditation from the three most influential accrediting organisations: AACSB, AMBA, and EQUIS.

Our goal is to be recognised as one of the top 50 business schools in the world, renowned for our excellence in teaching, research, and thought leadership. We will leverage our unique tri-campus, global character to provide a truly immersive educational experience that prepares our students to navigate the complexities of a rapidly changing business landscape.

At Nottingham University Business School, we believe that innovation, entrepreneurship, sustainability, and ethics are essential components of responsible business practice. We aim to inspire and empower our students to become global citizens who are committed to making a positive impact on society.

We are committed to advancing the frontiers of knowledge through groundbreaking research and thought leadership, and to disseminating our findings to the wider community. Our actions will reflect our unwavering commitment to excellence, integrity, and leadership in all that we do.

At Nottingham University Business School, we are dedicated to creating a brighter future for our students, staff, our communities, and the world. By fostering a culture of excellence, collaboration, and innovation, we believe we can achieve our vision and make a lasting impact on the world of business.

# Education and student experience



“The company based challenge has given me an opportunity to go beyond my course and actually apply the skills that I have learned.”

**Aditya Taneja, MSc Management 2023**



# Company based challenges

**Nottingham University Business School runs company based challenges to give our students the opportunity to tackle real-world issues faced by companies. Our MSc and MBA students work in small teams to find solutions to address specific organisational or business issues.**

“Our students study a range of business disciplines and can help your company in project areas such as market analysis, process modelling, efficiency improvements, strategic analysis, marketing and financial analysis,” explained Professor Andrew Bacon, Associate Dean for External Engagement. “It is a competitive process with students going through a stringent selection process to take part.”

Challenges last between three weeks and three months, and typically take place from April to June. Companies that take part benefit from a consultancy project, delivered by our highly motivated, creative and capable students, with both skills and knowledge that reflect the full range of subjects we teach.

## How it works

Companies that take part develop a short brief and present this to our students at a launch event. The multidisciplinary teams of students are allocated a brief, working together for the duration of the project. Each team is allocated a mentor from our pool of Professors of Practice or Entrepreneurs in Residence. The students are given specialist training and support in programme management, consultancy methods and approaches and teamwork. The teams work closely with the company to ensure that the project meets their needs. At the end of the consultancy period, the teams present their work, findings and recommendations at a presentation day – usually held at the school.

## Entrepreneurship Challenge

Our MSc Entrepreneurship, Innovation and Management runs an Entrepreneurship Project each year. Running from February to May, it offers research-based consultancy services to participating organisations, including solo entrepreneurs, charities, social enterprises and companies. The project leverages students’ knowledge and skills to solve real-world business challenges.

In 2024, small groups of students provided research-based consultancy to eleven start-ups and companies from the UK and overseas.

“Students manage relationships with participating companies, analyse their business problems, collect market and stakeholder data, and produce final project reports detailing their findings and recommendations for the organisations,” explained Dr Sahattaya Achtzehn, FHEA, Assistant Professor in Inclusive Entrepreneurship and Sustainable Innovation.



# Placement year



**Nottingham University Business School has a dedicated undergraduate placements team, supporting both students and employers to provide an excellent placement experience.**

Placements offer our students the opportunity to gain essential industry experience, enhance their skills and increase their employability prospects. Companies benefit by employing highly motivated, creative and capable students that can bring fresh ideas and perspectives to your workplace. It is also a great way to recruit new talent.

**The support we offer includes:**

- monthly check-in calls
- meetings with the student and their line manager
- direct point of contact for employers and students while on placement
- pre-placement training

We also recognise outstanding contributions through our Placements Awards.

**The University of Nottingham ranked**

**3<sup>rd</sup> in UK**

for top employers (High Fliers Graduate Report 2024).

**2<sup>nd</sup> in UK**

amongst Russell Group institutions in the RateMyPlacement “Best Universities for Work Experience” 2023 poll.



# Oluwanifemi (Nifemi) Idris

**BSc Finance, Accounting and Management, 2024**

While on placement with Druck in 2023, BSc Finance, Accounting and Management student Oluwanifemi (Nifemi) Idris was honoured with a Care Award for exceptional leadership in supporting the Black Employee Network during her placement year.

‘Nifemi has brought her dynamism, enthusiasm, open-mindedness, and diligence to Druck, learning her role rapidly and volunteering for other activities too,’ said Charles Lawrence, Senior Quality Manager, Druck. ‘She has been recognised for her efforts by our Vice President as well as dozens of others at work. She is a great asset, and we hope she’ll join us full-time one day.’

Nifemi further contributed by delivering a presentation on the significance of Diversity, Equity, and Inclusion (EDI) in the workplace, providing historical insights to enlighten and empower colleagues.

She said: ‘My placement was one of the best decisions I have ever made. I have been allowed to grow and express my ideas in a supportive environment, with my amazing team and colleagues at Druck. I am constantly learning new things each day and I cannot wait to see what’s to come. Receiving the award has been a very encouraging incentive for me to perform better and do more for the organisation and myself.’



‘My placement was one of the best decisions I have ever made. I am constantly learning new things each day and I cannot wait to see what’s to come.’

‘Over the years, I have worked with the Nottingham University Business School Postgraduate Careers Team to recruit numerous postgraduate students to work with me on various projects. I find the students to be motivated, innovative and of a high calibre, making a real impact on our business success. The postgraduate careers team have been consistently supportive, approachable and focused on making the whole process as simple as possible.’

**Simon Graham, Head of Innovation,  
De Courcy Alexander**

If you are interested in learning more about our placement offering and would like to collaborate with us, please contact:

**Jack Kavanagh,  
Placements Manager**  
[jack.kavanagh@nottingham.ac.uk](mailto:jack.kavanagh@nottingham.ac.uk)



 [nott.ac/  
company-placements](http://nott.ac/company-placements)



## Digital Centre of Excellence

Image: E-Sports, League of Legends World Series, London

**Students at Nottingham University Business School have the opportunity to enhance their digital skills alongside their programme of study through our partnerships with business software providers, SAP and Microsoft.**

Increasingly graduates are expected to be cloud and data-ready for the workplace. Businesses use these digital systems daily and we equip our students to have the relevant digital skills, so that they are prepared for an increasingly competitive employment market.

We are helping our students be prepared by:

- integrating market-leading digital systems into many of our courses
- providing opportunities to take industry recognised qualifications alongside their degree

In addition, we offer digital placements for students interested in gaining more in-depth experience in the sector.

SAP is one of the world's leading producers of software for the management of business processes, developing solutions that facilitate effective data processing and information flow across organisations. In 2023/24 second year student Matthew Thompson (BSc Management), undertook a business associate internship with the company.

He said: "It was important for my development, and all experience levels, to constantly keep learning to stay ahead of the rapidly changing environment. There is always something to learn from others, especially as you work with a diverse set of colleagues on global projects, who each have different professional and life experiences from yourself."

But it's not all work and no play for our students. Stepping outside the world of business, our students also had the opportunity to harness their data skills for more entertaining activities.

Professor Stephen Lofthouse, SAP Lead for the Digital Centre of Excellence at Nottingham University Business School, explained:

"Last year we accompanied a group of Nottingham University Business School students to the electrifying E-Sports, League of Legends World Series in London."

Although the scenario may have been gaming, there was a serious purpose behind their involvement. Stephen added:

"SAP sponsors one of the leading e-Sports teams, Team Liquid. Together we crafted an MBA project designed to enrich the learning experience. Our students were given access to the game data from all the teams from 2023. They then used the SAP Analytics Cloud to analyse the gigabytes of data and made recommendations that informed Team Liquid's strategy going forward."

## A wealth of expertise

**Our team of thirteen Professors of Practice are a vital link to expertise, connections, and knowledge that enhances our teaching, offers fresh perspectives to our research, and connects us with new external partners and networks.**

They bring a wealth of expertise from many sectors – from engineering and technology to social responsibility and charities, building on our existing networks of industry experts.

The Professors of Practice are involved in many aspects of the school’s work including:

- supporting our teaching through lectures and mentoring students
- participating in change programmes to develop our courses
- supporting our research through the development of knowledge transfer partnerships and academic consultancy
- enhancing our external engagement activities
- supporting our careers team in developing and delivering personal professional development activities

“As a Professor of Practice, I’m appointed for my expertise and achievements in my field, rather than traditional academic research credentials. My role is to bring real-world experience into the academic setting, enriching students’ learning with practical insights and applications.”

**David Falzani MBE, Professor of Practice – Sustainable Wealth Creation**



Images:  
Left – Professor David Falzani with student  
Below – Members of the Advisory Board



### Advisory Board

The school’s Advisory Board provides strategic advice to support our current development and future activities and includes distinguished leaders from private, public, and civil society sector organisations.

Several of the board members are University of Nottingham alumni who are keen to continue their relationship with the school by helping us develop strong links with businesses, organisations, and policymakers, while offering an outside perspective on our services and activities.

### Entrepreneurs in Residence

Collaborating with the Small Business Charter (SBC), the school’s Haydn Green Institute for Innovation and Entrepreneurship (HGI) has recruited a wide network of Entrepreneurs in Residence (EIRs) to support engagement between the university and local SMEs, entrepreneurs, and students.

The EIRs engage in activities including mentoring start-up businesses at our Ingenuity Lab on Jubilee Campus, delivering business training seminars to SMEs, preparing recent graduates for their first real pitch for external investment, and aiding academics in their research.

The relationship between the EIRs and the school is mutually beneficial, and we encourage them to embrace long-term, frequent involvement with us.



Research  
impact



“At the end of the day, our mission is simple: to create a world where everyone knows they belong.”

**Dr Andri Georgiadou,  
Director, MSc Human Resource  
Management and Organisation**



## Guidelines for the promotion and implementation of gender equality

The Business School’s Organisational Behaviour and Human Resources Department is driving positive change in the workplace. Its world-leading expertise in equality, diversity, and inclusion (EDI) is making a real difference in organisations around the globe.

Associate Professor Dr Andri Georgiadou, is playing a key role in shaping the future of gender equality in the workplace. As a member of the corresponding British Standards Institution (BSI) committee, she has contributed to developing the groundbreaking ISO 53800 guidelines, which provide organisations with a clear framework for promoting and implementing gender equality.

Andri said: “The ISO guidelines are a game-changer for businesses looking to create more inclusive and equitable work environments, and we are proud to be part of this international effort.” Dr Georgiadou will be bringing together a diverse group of experts and stakeholders for a roundtable discussion on the ISO 53800 standard.

She added: “This is a unique opportunity for thought leaders, practitioners, and researchers to explore the real-world

implications and benefits of this important work. By fostering dialogue and collaboration, we can drive meaningful change and create workplaces where everyone can thrive.”

As the Director of our CIPD-accredited\* MSc Human Resource Management and Organisation, Dr Georgiadou is also ensuring that the next generation of HR leaders is equipped with the knowledge and skills they need to champion EDI in their future roles. By incorporating the ISO standards into the curriculum, we are giving our students a competitive edge and preparing them to make a real, positive impact in the workplace and society.

She said: “At the end of the day, our mission is simple: to create a world where everyone knows they belong.”

“We believe that by working together, we can build more inclusive and equitable organisations that benefit everyone. So, if you are ready to take your EDI efforts to the next level, we invite you to join us on this exciting journey. Let’s collaborate, innovate, and lead the way towards a brighter, more inclusive future for all.”

\*Chartered Institute of Personnel and Development





Charter is a clear commitment  
 creating a supportive business  
 environment where under-represented  
 groups can thrive.

will:  
 boost economic growth  
 generate significant social and  
 financial returns  
 drive producti

The Charter outlines the core principl  
 essential to supporting inclusive  
 entrepreneurship in the UK:

- Inclusive enterprise support
- Equal access to finance
- Enabling lifelong learning
- Promoting diverse role models

## Charter for inclusive entrepreneurship

**The Charter draws upon research carried out by Dr Lorna Treanor and colleagues at the Haydn Green Institute for Innovation and Entrepreneurship (HGI).**

The prevailing narrative among policy, media, and some business schools and practitioners is that anyone can be an entrepreneur. However, research indicates that some people find it much easier to start and grow their business, while others – especially women and people from ethnic minority groups – will experience additional barriers and challenges. The Charter for inclusive entrepreneurship aims to raise awareness of these barriers and identify potential solutions.

The Charter was developed through working with a range of community and policy leaders including colleagues from The Women’s Organisation, Nottingham Trent University, Local Enterprise Partnership, D2N2, and the East Midlands Chamber of Commerce.

At its launch, at the Shard in London in October 2023, delegates were urged to sign up to the Charter and commit to upholding its five key principles of implementing and supporting an inclusive entrepreneurship ecosystem.

Currently over 60 organisations have signed up to the Charter. Next steps include developing a website and promoting its work through partners and policy makers to encourage further signatories. This will be further supported through a range of events.

### Five key principles:



Promoting diverse role models across the enterprise ecosystem



Delivering inclusive enterprise support



Enabling lifelong learning of entrepreneurship education



Ensuring equal access to enterprise finance



Implementing measurable targets for inclusive enterprise policy and procurement practices

To download a copy of the full document or to become a signatory, please visit:

 [nott.ac/charter-inclusive-entrepreneurship](https://nott.ac/charter-inclusive-entrepreneurship)







## Food insecurity research

**The global challenge to secure a healthy, sustainable food supply in the context of climate change means that it is vital to translate innovative research into actual solutions.**

To support this goal, our Marketing Department launched the Future Food Symposium in 2019, so that researchers, producers, and organisations could work together to develop research and influence policy. 2024 marked the Symposium's fifth year, with hundreds of attendees from over thirty countries meeting to cover a wide range of social, health, and nutrition sciences.

Our researchers have also applied their expertise to mapping food insecurity in the UK. In 2021, Dr John Harvey, Professor James Goulding, and Georgiana Nica-Avram from the school's N/LAB partnered with the food sharing app OLIO, to explore how the data from the system could help model food deprivation across the UK.

Havering Borough Council in London piloted the concept, leading to the development of the first ever data-driven food insecurity map for the UK. The map can help policymakers, local authorities, and social scientists monitor, evaluate, and intervene to reduce the burden of hunger.

In 2024, the school began a two-year Knowledge Transfer Partnership (KTP) with Strategic Innovation Ltd, funded by Innovate UK, part of UK Research and Innovation (UKRI).

“I’m so excited to be at the start of a dream that has been incubating for several years... we hope to engage stakeholders from farm to fork...to better understand the barriers and enablers to sustainability.”

**Paul Frobisher, Director, Strategic Innovation Ltd**

Strategic Innovation Ltd has vast experience in the food, beverage, and fast-moving consumer goods industries, combined with a passion for sustainability and ambitions to become sector leaders in AI-assisted consumer insights. The company is working with two of the Business School's centres of excellence – behavioural analytics and social data science specialists, N/LAB, and the Ingenuity Lab at the Haydn Green Institute for Innovation and Entrepreneurship.

Paul Frobisher, Director of Strategic Innovation said; “I’m so excited to be at the start of a dream that has been incubating for several years. This KTP with the University of Nottingham will help us to develop innovative and scalable approaches to AI-enabled consumer insight analysis, through which we hope to engage stakeholders from farm to fork – and beyond – to better understand the barriers and enablers to sustainability.”

Through the formation of its ‘Think Better World Alliance’ concept, the company intends to identify and harness rich text and human behavioural insights to support the transformation of food systems towards sustainability.

By working with organisations, our research explores how food can be an agent for social good to enhance people’s lives in their local community.



Image: A workshop at the Future Food Symposium 2024

# INFINITY



Launched in July 2022, the Inclusive Financial Technology Hub, INFINITY, is a partnership between the universities of Nottingham, Birmingham and Warwick, the UK's leading funders and accelerators of start-up growth for financial services, and current UK Research and Innovation (UKRI) and government network investments.

Professor Meryem Duygun, Co-Director of INFINITY said:

“INFINITY’s purpose is to catalyse the next generation of university-inspired financial technology commercialisation ventures.”

Funded by Research England’s Connecting Capability Fund, the INFINITY Hub addresses the challenges faced by start-up and scale-up ventures in UK universities to realise the full potential of financial technology research. It aims to create a pathway for financial technology research projects to become live commercial enterprises, while providing

a platform for university academics and researchers to meet and collaborate with businesses in the financial services sector.

INFINITY Hub members collaborate closely with partners in SMEs, major corporates, government organisations and non-governmental organisations (NGOs) on a variety of data science projects.

INFINITY partners include KPMG UK, Amplified Global, Browne Jacobson, Experian, Fable Data, Hallam, Huq Industries, Nest Insight, Oakbrook, and Scale Space.



Innovate Finance named **Professor Meryem Duygun** in the Women in FinTech Powerlist in the Industry and Knowledge Champions category in 2020, 2022, and 2023. In 2019, she was listed among the seventeen most influential women in Insurtech by FinTech Global. Meryem has also been consistently named in the Top 30 of the most influential women in Islamic business and finance. She is a member of the CBI Financial Services Innovation Forum and President of the International Finance and Banking Society (IFABS).



# Big data for good

N/LAB is a centre of excellence that develops and applies innovative research in artificial intelligence (AI), machine learning, and human behaviour in projects targeting social good.

Professor James Goulding, pictured right, said: “Our research aims to help policymakers and managers make better decisions by addressing issues relating to the promotion of pro-social behaviours, commercial value, market innovation and data-driven decision-making.”

The N/LAB team uses a data-driven approach and collaborates with international governments, organisations and companies across the world. This includes some of the world’s fastest growing emerging economies, helping them target scarce infrastructure development resources to help tackle social and economic problems.

Closer to home, the team has conducted research with the potential to improve healthcare planning in relation to respiratory diseases by analysing the shopping habits of customers in local authority areas across England.

Published in *Nature Communications* in November 2023, and funded by UK Research and Innovation and the Engineering and Physical Sciences Research Council, and supported by the NHS and a UK high street retailer, the research explored the connection between the purchase of non-prescription medications, from cough remedies to pain relief, that are used to

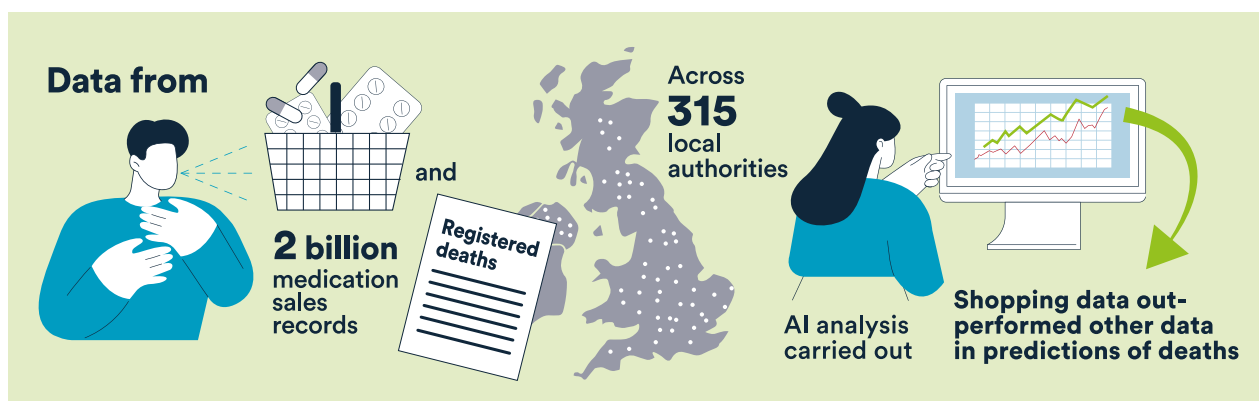


treat respiratory illnesses, and registered deaths from those diseases.

The team found strong evidence that using shopping data from local authority areas significantly outperformed other models that relied primarily on seasonal trends and sociodemographic factors such as poverty, housing quality, age, and the size of population.

Beyond this, the researchers found that they could accurately predict deaths from respiratory diseases over 17 days in advance using the data they analysed.

Using these findings, it is hoped that future developments in this area could help identify those most at risk of death from respiratory conditions, support the NHS, and help highlight the most at-risk communities and environmental changes that could exacerbate chronic lung conditions.





## Tackling modern slavery practices in adult social care

Research carried out by academics at Nottingham University Business School has led to the development of a toolkit to tackle modern slavery practices in adult social care.

Dr Caroline Emberson worked with local authorities in England to develop the guidance and toolkit that can be used for those commissioning adult social care.

Caroline explained: “The toolkit has the potential to address acknowledged risks in the care sector – identified as a sector of high exploitation risk by the Director of Labour Market Enforcement. This approach to action-planning can also be adapted to help prevent and mitigate modern slavery risk in wider public procurement.”

In July 2022, the parliamentary Health and Social Care Select Committee recommended that local authorities evaluate the risk of modern slavery in their adult social care supply chains. It further recommended that the risk of modern slavery should be assessed as part of due diligence processes at the commissioning and contracting stage and in performance monitoring.

In December that year, Dr Emberson began work on a 10-month project with the Local Government Association (LGA) and three local authorities to develop due diligence guidelines and a modern slavery risk assessment toolkit for local authority providers of adult social care in England.

The guidelines and toolkit were published in October 2023 and launched at an LGA-hosted webinar that attracted an audience of over 180 local authority representatives. They are publicly available for download from the Rights Lab website: [nott.ac/Rights-Lab](https://nott.ac/Rights-Lab)

The guidelines have been adopted by a number of local authorities, as well as by new sectors such as the construction industry.

From the guide:

GLAA\* 2023 investigations:

**23 cases**

of exploitation in social care environments reported

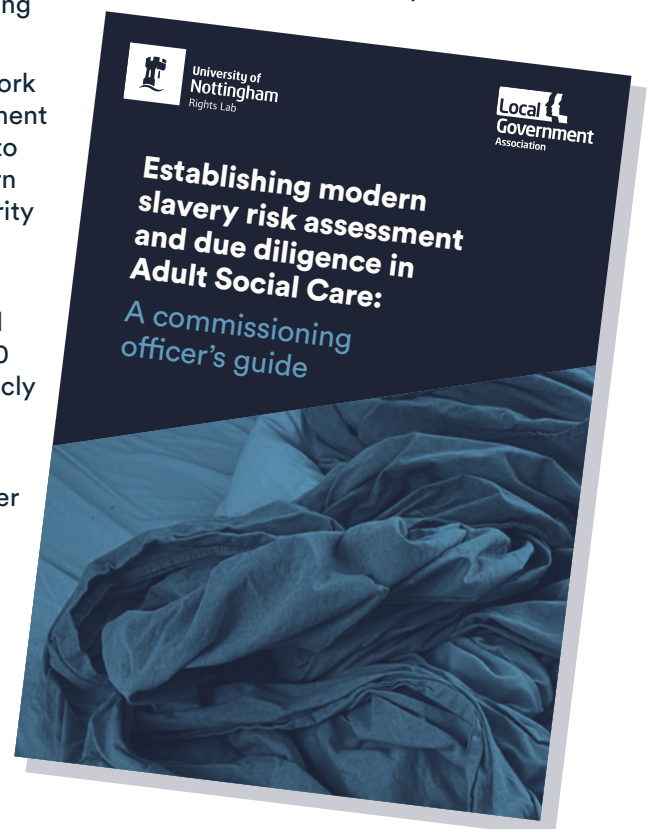
**in 3 months**

Charity Unseen reported a

**1,024% increase**

in the number of reported cases of potential victims between 2021 and 2022

\*Gangmasters and Labour Abuse Authority



# Sustainable travel and tourism

One of the most recent research centres to be established at Nottingham University Business School is the **Sustainable Travel and Tourism Advance Research Centre (STTAR Centre)**. It focusses on improving the critical thinking and decision-making that underpins sustainable travel and tourism development, management and marketing.

The centre builds on the Business School's 25 years of research, knowledge exchange and pedagogic tradition in travel and tourism. It is made up of experts from the university and a network of colleagues from academic, public, private and third sector organisations from around the world.

Professor Marina Novelli, Director of STTAR Centre said: "We believe that the production of new knowledge, whether theoretical, policy or practice focused should be understood in relation to people and places. We do this through qualitative, quantitative, or mixed methodologies, including those which consider the potential for

research impact, such as managerial or policy recommendations."

The centre is delivering excellence through research, knowledge exchange, consultancy and impact work, as well as through the MSc International Tourism Management and Marketing, PhD programme and executive education programmes.

In 2024 Professor Novelli delivered a programme of research and knowledge exchange in Kenya. She explained: "The purpose of my visit was to explore creative ways to address youth unemployment and under-employment challenges, which are a major concern for African countries, such as Kenya and South Africa. Tourism has been strategically identified as one of the sectors with a high potential for creating high quality employment, driving economic growth, and supporting the achievement of the Sustainable Development Goals (SDGs) on the continent."

## STTAR Centre has five key strategic priorities:

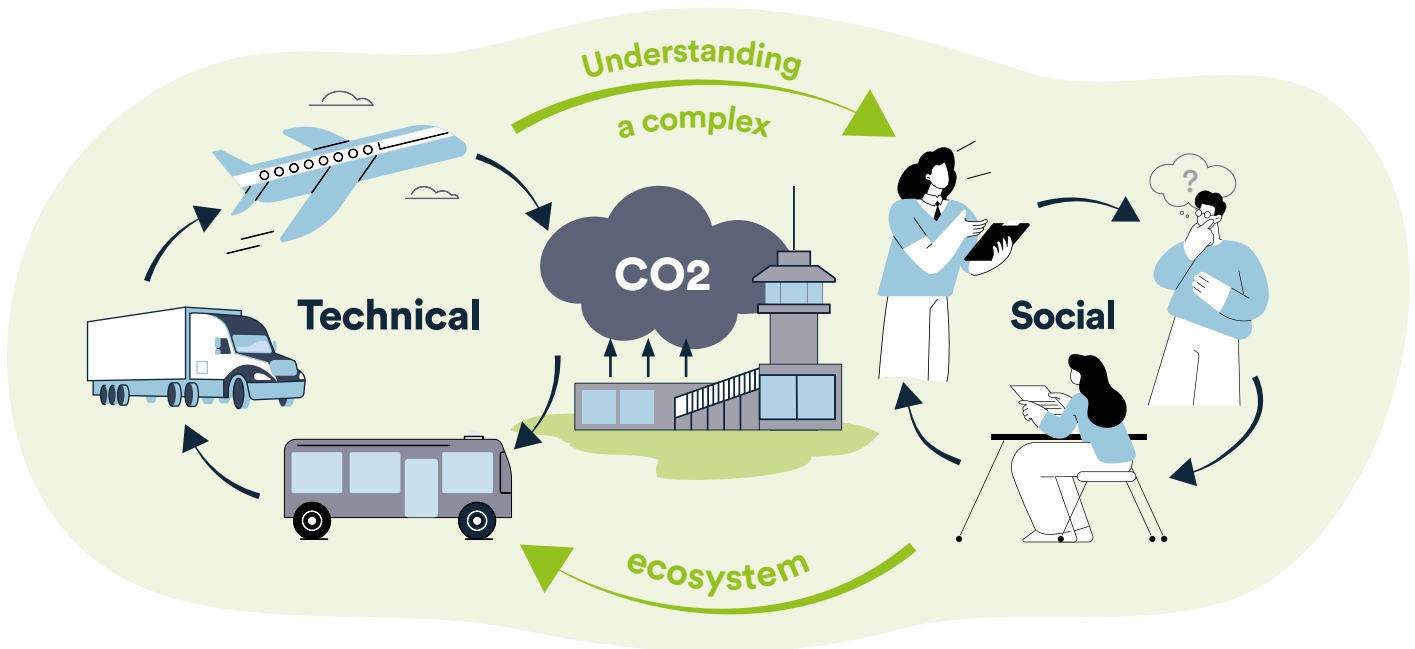
- Travel and tourism consumption, marketing and management
- Accessible and inclusive travel and social tourism
- Travel cultures
- Travel and tourism politics, policy and practice
- Authenticity and tourism experience design

Read more at:  
[nott.ac/STTARCentreblog2024](https://nott.ac/STTARCentreblog2024)

**Professor Marina Novelli FASc** is a globally recognised authority in the field of tourism policy, planning and development. As the recipient of the prestigious Leverhulme International Fellowship, Marina is delivering a programme of research and knowledge exchange on accelerating youth entrepreneurship in tourism for sustainable development throughout 2024 in collaboration with partners from Kenya and South Africa.



# Unlocking the potential of East Midlands Airport as a sustainable transport ecosystem



The East Midlands Airport Green Future Studies project is looking to gain a comprehensive understanding of the challenges and opportunities in achieving net-zero emissions at airports.

By focussing on the East Midlands Airport (EMA) ecosystem, this multidisciplinary project is working with regional stakeholders to develop a joined-up approach to the decarbonisation of passenger and freight transport.

Dr Nahid Yazdanin, the project co-lead in the Business School, said: “Focussing on this airport ecosystem is ideal as it is small enough to be studied in detail and, at the same time, has sufficiently diverse transport modes (air, road, and rail at and around the airport) to shed essential insights on a wide range of energy and infrastructure issues on the way to achieving net-zero targets.”

Researchers from the university are collecting and analysing both technical and social information – see right.

The study is funded by the Electric Power Research Institute (EPRI) and is a collaboration between Nottingham University Business School, University of Nottingham Energy Institute, Midlands Connect (reporting directly to the UK Department for Transport), and Midlands Net Zero Hub, EMA, and East Midlands Freeport.

## Technical

Energy is at the heart of the day-to-day operations of the airport, from transporting people and goods to the airport, to the running of aircraft and airside vehicles. By understanding both the amounts of energy used and how much of it is based on fossil fuels, the study is seeking to understand the magnitude of the challenge to switch from these existing CO2 emitting energy carriers to next generation alternatives in electrification and hydrogen.

## Social

The aim here is to understand the multi-stakeholder ecosystem at EMA and its impact on net-zero pathways. Researchers are taking a multi-faceted approach involving stakeholder events and focus groups, on challenges and drivers, and follow-up interviews for knowledge mapping.





## Improving healthcare management

The Centre for Health Innovation, Leadership and Learning (CHILL) is an internationally renowned research centre focused on improving healthcare management and leadership to better serve the interests of patients and staff.

Much of the team's work is in collaboration with healthcare organisations, clinicians, and patients.

Professor Stephen Timmons has been working with the NHS in Nottingham and Nottinghamshire to encourage the retention of nurses and midwives.

One project, called the Legacy Mentors Programme, focuses on the retention of experienced nurses and midwives, and how they can share their knowledge with younger members of staff. The programme, managed by Nottingham University Hospitals NHS Trust, gives this group of nurses and midwives one day a week for six months to work on a project of their choice, as well as a personal development programme.

The programme is already showing promising results, with some creative and effective projects from the nurses and midwives who have participated. Other initiatives are working with mid and early career nurses and midwives, all with the aim of helping to keep these staff working in the NHS, as well as a programme aimed at supporting nurses returning to practice after a career break.

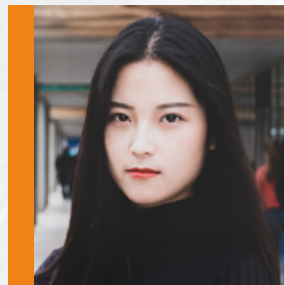
The CHILL team has also regularly been hosting and participating in a knowledge translation community of practice with the Notts GP Alliance. This brings together leaders from primary care research and practice to discuss how to improve experiences of working in primary care, and how it can better address health inequalities. This is opening some exciting research opportunities, including a recent submission for a PhD project.

“Many healthcare issues are common to all providers and it's important that we share knowledge with international colleagues to address problems and provide solutions which benefit the UK NHS.”

**Dr Simon Bishop,  
Director, Centre for  
Health Innovation,  
Leadership and Learning**



# Practice



## Member focus Follow the Orient

Originally from China, Yudan Deng studied BA Chinese Language and Literature at Sichuan Agricultural College before studying Teaching English to Speakers of Other Languages (TESOL) at the University of Nottingham.

Her business, Follow the Orient, is a Chinese language teaching resource which aims to introduce children to new language and culture via storytelling. The business is committed to developing a variety of learning materials in different formats and has recently launched a YouTube channel, creating video content for young language learners, with educational songs aimed at teaching phonetic Mandarin.

# Ingenuity Lab

**The Ingenuity Lab is an inspiring start-up hub run by the Haydn Green Institute for Innovation and Entrepreneurship, at Nottingham University Business School.**

The Lab has more than 700 members who enjoy a Google-like workspace offering workstations, meeting spaces, and informal areas which allow them to innovate and think outside of the box. In addition to the opportunity to work from this modern hub, Lab members are also provided with expert business advice and guidance from over 60 industry experts known as Entrepreneurs in Residence (EIRs). As well as offering mentorship, the EIRs provide support for events including Pitch to Win, the Lab's annual pitch competition, a Roundtable series, and a host of other services and activities.

The Lab has something for everyone and nurtures the various stages of entrepreneurship within its walls. It provides bespoke programmes, which cater to individual needs such as The Link, an incubator for early-stage businesses, Scale, the Lab's accelerator programme, designed to take mature businesses to the next level, the monthly Mastermind programme and the Steps programme, which aims to provide an in-depth understanding of how to be successful in running a sustainable, thriving business.

The Lab attracts visitors both locally and internationally and is free of charge to students, staff and alumni of the University of Nottingham.



**Member focus**  
W&W  
Trading  
and  
Consulting

Junyi Xiao is the founder of this international trading company based at the Ingenuity Lab. She joined the Lab after finishing her Master's in International Business in 2017, and since then has seen her business grow from an initial idea to an international venture, employing five staff and boasting clients in the UK and China.

Junyi explained: "I am committed to the acceleration of international trade, through providing various combinations of services to help our clients set up cross-border trading channels and confidently expand their strategy."

Junyi credits the Ingenuity Lab as being instrumental in the growth of her business, benefitting from the community of likeminded entrepreneurs to bounce ideas off, to the practical support from the Lab in the form of advice, endorsements and funding through the accelerator programme, Scale.



**Member focus**  
GOAB  
Bio  
Engineers

Ebenezer, an Advanced Materials graduate, and Philemon, a Microbiology and Immunology PhD graduate, used their bioengineering ingenuity to develop an innovative way of reducing plastic waste, through the production of recycled composite boards. Inspired by seeing the damaging effects of plastic waste on their home country of Ghana, they decided to start making a difference themselves.

"Our first-hand experiences of the adverse effects of solid waste inspired our innovation," explained Philemon. "Urban solid waste, consisting of about 60% plastic, is the cause of flooding and environmental pollution in our home country, Ghana."

Together, they developed a method of producing composite boards made from solid waste like plastic bags and wood shavings, using low carbon emission techniques. They hope the product will help make the construction trade more sustainable, while providing better value for money.





## Ingenuity Programme

The Ingenuity Programme is a national innovation programme that directly addresses the UK's major social, health, and environmental challenges. Rooted in the concept of civic entrepreneurship, Ingenuity brings together students, graduates and members of the local community to develop new start-ups that can create meaningful and significant impact.

“We want to cultivate a community of innovative and empathetic entrepreneurs ready to rethink and reshape our society from the bottom up.”

**Claire Mulholland, Senior Manager,  
Business Development and Manager,  
Ingenuity Programme**

Run by the University of Nottingham and in partnership with Nuffield Health, the Ingenuity Programme provides start-up skills and training, networking, mentoring, and routes to funding for early-stage impact-driven businesses. It supports participants to turn ideas for change into exciting new ventures and adopts an agile and flexible approach to ensure that it is diverse, inclusive, and accessible.

The most impactful ideas are awarded a top prize and receive a share of £75,000 funding to help them with their entrepreneurial journeys.

The Ingenuity Programme is designed to demystify entrepreneurship and support those not currently served by existing services available in Nottingham and in the UK's start-up landscape. This includes engaging with and supporting underserved and underrepresented groups both from within the university and its local communities.



## Overall winner 2024

This year, the overall winner was **Max Bateson** from HYGGE who won the Ingenuity Impact Entrepreneur of the Year award, supported by Nuffield Health.

HYGGE aims to provide innovative solutions for the challenges of the UK's aging population, integrating modern technology, adaptable living spaces, and a supportive environment to support caregivers and improve the lives of the elderly. This also aims to reduce the burden on informal carers and provide a cost-effective alternative to traditional care homes, promoting independence and social interaction for the elderly.

Max said: "For me, the best part of this has been meeting so many people along the way who have been so great in offering expertise to help HYGGE.

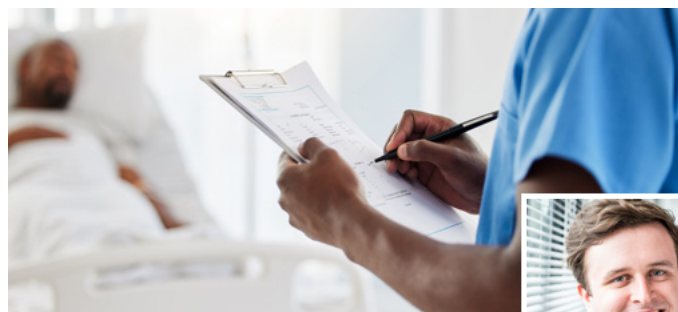
"Working with Ingenuity has been great as every time I join a networking call, I always get a new boost of motivation to push harder as I see so many people doing amazing things to offer a product or service to help others!"



## Communities Champion

BaseGap, founded by **Jade Morgan**, tackles the double disadvantage of young people facing poorly designed homes and public spaces. This social enterprise believes young people aged 14-25 from underprivileged communities deserve inspiring surroundings. BaseGap works with them, educators, and councils to co-create comfortable and supportive spaces.

Jade said: "The Ingenuity Programme propelled BaseGap from a passionate idea to a viable social enterprise, equipping me with the skills and confidence to turn my vision into a reality. I'm truly grateful to the team for their continuous support."



## University of Nottingham Champion

**Henry James** is the founder of Medscribe. His business addresses the administrative burden currently faced by clinicians in the NHS, offering impressive time savings, and empowering clinicians to refocus on providing safe, high-quality patient care.

Henry said: "The Ingenuity Programme has been invaluable in getting Medscribe off the ground. The combination of expert mentoring, comprehensive educational resources, and the opportunity to win prize funding has been instrumental. Without their support, I don't think we would have been able to get to where we are today. I am immensely thankful for how they've helped us in our journey from concept to reality."

With regulatory compliance well underway and trials planned for later this year, Medscribe will be ready for market entry in 2025.



# Developing responsible leaders through Executive Education



**Executive education programmes at Nottingham University Business School are designed for business professionals at every stage of their career.**

We offer a flexible approach to leadership and development and our modules include thought leadership and peer group discussions. Programmes range from an intensive half day module to six months in length and are designed so that you can immediately apply your learning in the workplace.

There are two routes you can take – custom programmes that are tailor made for your organisation, or short courses that are ready-made programmes for individuals.

## Custom programmes

Our custom programmes offer tailored solutions to meet the challenges you and your business are facing. Our Executive Education team offer a free needs analysis consultation to understand your values, vision and culture. This drives the development and delivery of a customised programme that addresses the strategic challenges of your organisation.

“Bringing a multi-disciplinary team of industrial and academic researchers together outside the usual workspace allowed time for creativity in considering strategies to address pertinent real-world problems. The Nottingham University Business School facilitation process has been key to stimulating and capturing the outcomes of our conversations.”

**Mark Reynolds, Process Manager, (new routes), Mitsubishi Chemical Methacrylates**

To find out more visit:  
[nott.ac/execed](http://nott.ac/execed)



## Short courses

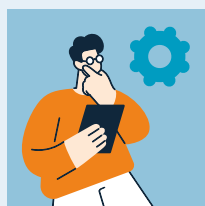
We use international expertise from Nottingham University Business School to deliver our programmes, so that you can benefit from a broad range of perspectives and enhanced insights into specific topics. We use the Ingenuity Process – developed here at the school - as a tool to help establish the root cause of key challenges and to encourage creative thinking among your teams. It provides a framework so that a diverse range of potential solutions are generated and the optimal solution is chosen.

Our short courses are designed to develop individuals in strategy and leadership. We encourage peer discussion in an open and creative environment and support you to develop your professional network as well as boosting your knowledge.

“As the Managing Director, taking time away from the business (while on the programme) allowed me to develop ideas to take back and share with the board. Doing so allowed the company to see things more strategically and it will see the benefit from some of the ideas presented throughout the programme.”

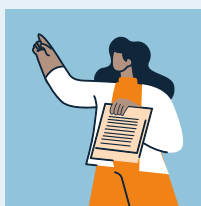
**Jonathon Bentley, Managing Director,  
Bentley Project Management,  
(Ultimate Scale Up Programme, 2023)**

## Your bespoke journey



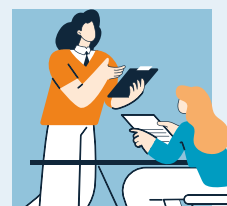
**Diagnostic**

1



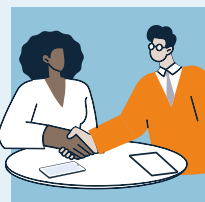
**Proposal**

2



**Programme  
confirmation**

3



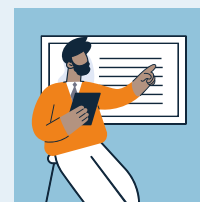
**Longer-term  
partnership**

6



**Follow up**

5



**Programme  
delivery**

4

# YES23

Scientists and engineers  
Rethinking the future



## Fostering diversity, igniting innovation

YES (Your Entrepreneurs Scheme) is an innovative global competition developed to raise awareness among master's and PhD students, postdoctoral researchers, research fellows, and technicians about how ideas can be commercialised. Since it was set up in 1995, over 6,500 students and researchers have taken part.

The scheme brings individuals together to create solutions to address environmental and social challenges. Participants are given the task of developing a hypothetical business and are asked to pitch their ideas to demonstrate that the business could be investable and ultimately successful. The best pitches from YES23 were invited to the Royal Society in London in January 2024 to compete for a prize fund of £10,000.

“One of the highlights of my year is meeting those taking part in YES,” said Chair of the judging panel, Professor Malcolm Skingle CBE, Director of Academic Liaison at GSK. “YES offers master's and PhD students, researchers and technicians a safe and risk-free environment to develop their commercial understanding – an understanding which is essential for their personal career progression and for the success of the UK economy.

“It's hard to believe some of the pitches aren't real business plans as they're so professional. Many participants go on to create successful companies, move into business development positions and become experts in licensing and patents. For those who don't, they have a better understanding of the innovation landscape. Congratulations to all those who took part in YES23!”



**#UnleashYourIngenuity**

**To find out more about YES visit:**  
[yescompetitions.co.uk](https://yescompetitions.co.uk)

## Overall YES23 winners SynchroTech

Representing the University of Nottingham, SynchroTech pitched a personalised wearable device for administering essential hormones for fertility treatment.

The SynchroTech team said: “Participating in YES has been transformative for our team. The invaluable mentorship and immersive experience allowed us to not only develop practical skills in business, marketing, and finance but also boost our confidence. YES has been a catalyst for personal growth, fostering connections, and has opened doors to unforeseen career opportunities, extending our horizons beyond academic paths.”



Image: SynchroTech team from left to right – Leva Sapjanskaite, Mercedes Vazquez, Clare Harwood, Lauren Brown and Max Armitage.



## Castle Meadow Campus

In 2021, University of Nottingham acquired the former Inland Revenue site, an award-winning development designed by Hopkins Architects, that was built in 1995. The Castle Meadow Campus fulfils a long-standing ambition for the university to be even closer to Nottingham city centre.

“Instead of constructing a new campus, we are showcasing sustainability in growth and innovation, and supporting the city’s goal to achieve net zero by 2028. With this location, we are also strengthening our civic commitment and preserving local history. Our communities will have direct access to and be able to enjoy this culturally significant site.”

**Jason Phoenix, Programme Director,  
Castle Meadow Campus**

The Castle Meadow Campus consists of seven Grade II listed buildings and outdoor space that encompasses 32,500 square metres spread across 9.24 acres. It is located to the south of Nottingham city centre next to the Nottingham Canal and only a five minute walk from Nottingham Train Station.

“The new campus will position the University of Nottingham at the centre of a vibrant community that includes academics, students, civic initiatives, and industry partners,” Jason added. “The campus’s prime city centre location will facilitate teaching, research, knowledge exchange, community projects, and partnership activities.

“The campus will bring prosperity to Nottingham and create a revenue stream for the university. The University of Nottingham Innovation Park is creating both long-term partnerships and short-term license opportunities for businesses to collaborate on campus.

“On-campus partnerships will enhance business acumen, entrepreneurialism, and emotional intelligence, enabling students to flourish. All of these elements significantly contribute to our student recruitment goals and growth plans.”

The campus redevelopment began in 2023, and Nottingham University Business School’s Executive Education team will be moving to the campus in the autumn of 2024. They will be joining a campus community that includes City as Lab, INFINITY, The Human Flourishing Project, Browne Jacobson and the Prince’s Trust East Midlands base.

The Central Building is set to open in late Spring 2025. It will feature catering facilities and smaller communal study and relaxation spaces. The building will be open to students, staff, and members of the public, who can enjoy the new bistro. Additionally, it will serve as an event space capable of hosting upwards of 250 people in the heart of Nottingham.



**To learn more about opportunities for collaboration at Castle Meadow Campus, please visit: [Nott.ac/CMC](https://nott.ac/CMC)**





# Working with partners

At Nottingham University Business School, we embed collaboration and external engagement into the way we approach our work, incorporating this into all our activities, including research, knowledge exchange, teaching, corporate social responsibility and impact. Our external engagement benefits our teaching and research and is a multi-directional process delivering mutual benefit for both the university and our external partners.

It provides a bridge between the Business School's research and teaching community and the people living and working in communities locally, nationally and globally.

**Through our collaboration with partners, staff, researchers and students can start and sustain conversations that:**

- improve the quality of research and its impact
- increase the relevance of research to the challenges of today and tomorrow
- fulfil our university's responsibilities to society as a civic university

**We collaborate with our partners in a number of ways:**



## For economic benefit

We work closely with public and private sector organisations, collaborating on research and development and business innovation. We address current skill shortages in the workforce and the need for appropriately trained graduates.



## For the benefit of society

We work in partnership with local government, the NHS, the voluntary, community and social enterprise sector and our local community.



## Local to global

We use our global reach to improve the international connectivity of our region.



## Engaging to benefit culture

Our expertise in creative arts practice, culture and heritage contributes to the vibrancy and cultural richness of our region.



## Engaging with policy and practice

Our academic and professional staff have the skills to address policy challenges facing governments at a local, national and international level.



## Engagement for accessibility, inclusion and participation

We work to improve the social mobility of people from underrepresented and disadvantaged backgrounds.



# Engage with us

Our external engagement activities are wide ranging – we work closely with organisations, voluntary groups and the creative sector. We influence policy, both locally and nationally, and our student placements are across sectors, and across regions, countries and nations.

**In line with our institutional aspirational values, our engagement activities are:**

- embedded in and representative of our research and education excellence
- creative and innovative in working for the public good
- provide ideas and solutions that will have economic and social impact

## Ways to get involved

We're always interested in opportunities to work with new partners. Here are just some of the ways in which you or your organisation could get involved with us:

### Host a placement student

- Pose a company based challenge
- Offer a topic for a management project or dissertation
- Give a guest lecture
- Become a business mentor
- Join our Entrepreneurs in Residence network

If you would like to have a strategic conversation about how you and your organisation can get involved with Nottingham University Business School contact:

**Professor Andrew Bacon OBE, Associate Dean for External Engagement**  
Email: [andrew.bacon@nottingham.ac.uk](mailto:andrew.bacon@nottingham.ac.uk)

 [nottingham.ac.uk/business](https://nottingham.ac.uk/business)



Nottingham University  
**Business School**

UK | CHINA | MALAYSIA

Email: [LI-NUBS-comms@nottingham.ac.uk](mailto:LI-NUBS-comms@nottingham.ac.uk)

 [nottingham.ac.uk/business](https://nottingham.ac.uk/business)



[@NottmUniBschool](https://twitter.com/NottmUniBschool)



[@nottingham-university-business-school](https://www.linkedin.com/company/nottingham-university-business-school)



---

The University of Nottingham has made every effort to ensure that the information in this brochure was accurate when published. Please note, however, that the nature of the content means that it is subject to change, and you should therefore consider the information to be guiding rather than definitive.

© University of Nottingham 2024. All rights reserved. Printed October 2024.