DEAR CANDIDATE

Are you considering an MBA? Congratulations, investing in an MBA is an investment in your future. Studying an MBA develops key professional areas such as analytical, communication and decision making skills, to name just a few, enabling you to increase your personal value and opportunities in business.

At Reykjavik University (RU) we emphasise developing graduates who are willing to make a difference. We believe in realising potential for growth, through participation and practice in our programme. We expect our students to use their capabilities to the fullest to prosper and grow, always keeping in mind that we have a responsibility towards people and society.

The RU MBA programme is unique. It is one of the very few to have received AMBA accreditation. We have developed a strong network of outstanding visiting faculty from some of the world’s leading business schools, who come back each year because of the dynamic atmosphere of our MBA and motivated and experienced student body. The RU MBA has graduated a diverse group of more than 500 students who have advanced in their professional careers to become leaders, managers, entrepreneurs and business owners who are making a difference.

There are plenty of reasons for us to be proud; we encourage you to join us.

Dr. Thoranna Jonsdottir,
Dean, School of Business

OUR GOAL IS TO DEVELOP RESPONSIBLE LEADERS WHO WILL HAVE A POSITIVE INFLUENCE ON BUSINESS AND SOCIETY.

Our students receive training in all aspects of business administration, ranging from accounting and finance to strategy and human resource management. The diversity of our student population creates a dynamic learning environment in which our students are actively engaged.
The strength of the Reykjavik University MBA lies in the exceptional quality of both the faculty and students, the international nature of the programme, strong ties with the business community and emphasis on personal development.

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**EXCEPTIONAL QUALITY OF BOTH TEACHERS AND STUDENTS**

**INTERNATIONAL PERSPECTIVE**

**DYNAMIC LEARNING ENVIRONMENT**

**STRONG TIES WITH THE BUSINESS COMMUNITY**

**THE RU MBA IS AN INTERNATIONALLY ACCREDITED PROGRAMME BY AMBA**

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**OUR VALUES**

By participating in our MBA programme you will gain a strong competitive advantage. During your studies you will discover that not only are you ready for change, but change is ready for you in the form of a wider range of career opportunities.

Our goal is to make you the best manager and leader you can be, either to fund your own company or lead others within an organisation, large or small. One of the means by which we achieve this is to emphasise the development of personal skills of participants to make them more effective at leading and influencing people around them.

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**OUR CREDENTIALS**

There are over 25,000 MBA programmes available worldwide. Only 212 of these programmes have AMBA accreditation. The RU MBA was awarded accreditation by the Association of MBAs (AMBA) in 2011 and is amongst the top ranked business schools in the world, such as the Saïd Business School at Oxford University, London Business School, IESE and ESADE in Spain, INSEAD and HEC in France, CBS in Copenhagen and IMD in Switzerland.

The AMBA committee also highlighted that the percentage of RU MBA female graduates, 46% in total, was exceptional.

Upon graduation you will hold an MBA degree that is internationally accredited and acknowledged worldwide.
OUR PROFESSORS

Our professors have extensive professional and academic experience. The majority of them are from leading European and American business schools. The students get the opportunity to work closely with their professors during the two years. All courses are taught in English.

“There comes a point in the life of a professor where one carefully chooses what to do and where. I keep returning to teach at the RU MBA programme because the quality of the programme, the hard working students, the program administration and the overall learning experience for me is well worth it!”

Eric Weber
Associate Dean of IESE Business School & Professor of Strategic Decision Making at RU

Aðalsteinn Leifsson, MSc, MBA
Assistant Professor, Reykjavik University, Iceland
Course: Negotiations

Joe Pons, PhD, MBA
Visiting Professor, Babson College, USA
Course: Marketing Management

Ann Armstrong, PhD
Professor, Richard Ivey School of Business, Canada
Course: Organisational Behaviour

Ketill Berg Magnússon, MA, MBA
Lecturer, Reykjavik University, Iceland
Course: Corporate Social Responsibility

Ann Frost, MSc, PhD
Associate Professor, Ivey Business School, Canada
Course: Leadership and Change

Kristján Vigfússson, MA, MBA
Assistant Professor, Reykjavik University, Iceland
Course: International Strategy & Final Project

Auður Arna Arnardóttir, PhD
Assistant Professor, Reykjavik University, Iceland
Course: Personal Development

Jónas Fr. Jónasson LLM, MBA
Lecturer, Reykjavik University, Iceland
Course: Business Law

David Griswold, DBA, MBA
Associate Professor, Boston University, USA
Course: Corporate Finance, Portfolio Management

Kristín Fröðgeirsdróttir, PhD
Assistant Professor, London Business School, UK
Course: Business Statistics

Eric Weber, PhD, MBA
Associate Dean, IESE, Spain
Course: Strategic Decision Making

Marc Sachon, PhD, MBA
Professor, IESE Business School, Spain
Course: Operation Management

Finnur Óddsson, PhD
Assistant Professor, Reykjavik University, Iceland
Course: Performance Management

Murray Bryant, PhD
Associate Professor, Richard Ivey School of Business, Canada
Course: Managerial Accounting

Mark Mendenhall, PhD
Professor, University of Tennessee, Chattanooga, USA
Course: Personal Development

Paul Kearsns, MSc
Personnel Works Ltd, UK
Course: HR Strategy

Sandra Sieber, PhD
Professor, IESE Business School, Spain
Course: Competing in the Digital Age

Vlad Vaiman, PhD, MBA
Professor, California Lutheran University, USA
Course: International Management

Þróöstur Olav Sigurjónsson, PhD, MBA
Associate Professor, Reykjavik University & Copenhagen Business School
Course: Strategy and Final Project

Pórunn Jónsdóttir, PhD, DBA, MSc
Dean, School of Business Reykjavik University, Iceland

Finnur Oddsson, PhD
Assistant Professor, Reykjavik University, Iceland
Course: Performance Management

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Course: Performance Management
“Aside from academic excellence, the clear focus on the practical skills that really matter for success in professional life is what characterises the RU MBA.”

Aðalsteinn Leifsson
Associate Professor,
Reykjavik University

“Focusing on individual development and self understanding makes you a better leader.”

Auður Arna Amardóttir
Assistant Professor,
Reykjavik University
DURING YOUR MBA
YOU WILL:

• Work with outstanding teachers, recognised experts in their respective fields that fly in from all over the world, as well as our most experienced local faculty and experts.
• Gain extensive experience through different teaching methods and actively participate in classes.
• Succeed in your personal development, working on the very skills that help you to lead and innovate.
• Create value for your company by applying new experience and skills that you acquire from day one.

WHAT THE MBA DEGREE WILL DO FOR YOU:

• Develop an excellent portfolio of business knowledge and skills.
• Gain an international perspective.
• Improve your personal skills, especially in communication and teamwork.
• Expand your network of colleagues, including the MBA Alumni.
• Become the best manager and leader you can be.

“I chose the MBA programme because I wanted to take on new challenges and expand my career options. This has been, without a doubt, the best decision for my career, allowing me to experience fresh opportunities and enabling me to improve myself as a leader.”

Sigriður Ólgeirsdóttir
MBA 2005
Chief Operating Officer at Íslandsbanki
### STRUCTURE

The Reykjavík University MBA is an intensive two-year executive programme. Participants receive rigorous training in all aspects of business administration, ranging from accounting to finance to strategy and human resource management. Additionally, there is a great deal of emphasis on developing the personal capabilities of participants to make them more effective at leading and influencing people around them.

- The MBA at RU is an Executive programme tailored around professionals.
- All classes are conducted in English.
- Students are offered preparation courses in Finance, English, Accounting and Excel.
- Assessment is based on individual and group projects, class participation, case studies, exams and team evaluations.

For more information about courses and electives please visit our website: [www.ru.is/mba](http://www.ru.is/mba)

### TYPICAL WEEKEND

**THURSDAY**
13:00 - 18:00

**FRIDAY**
08:30 - 17:00

**SATURDAY**
08:30 - 17:00

- Classes take place in the form of modules every other weekend.
- The Fall semester is from late August to first week of December.
- The Spring semester is from middle of January to early May.

### FIRST SEMESTER

- Managerial Economics
- Managerial Accounting
- Negotiations
- Organizational Behavior

### SECOND SEMESTER

- Corporate Finance
- Operation Management
- Business Statistics
- Marketing Management

### THIRD SEMESTER

- Leadership & Change Management
- Strategic Decision Making
- HR Strategy

- Competing in the Digital Age
- Leadership Roundtables*

- International Finance
- Work Force Flow
- Developing and Retaining Human Capital

### FOURTH SEMESTER

- Strategy & Final Project
- Personal Development*
- Business Law*
- Corporate Social Responsibility*

- Performance Management*
- International Management*
- Portfolio Management (taught in NY and Boston)

- Business and Markets in Europe & Asia
- HRM and Leadership in Int. Context
- Global Economy

- Option of taking an exchange semester abroad in affiliated Universities.

* The MBA curriculum consists of a total of a minimum of 90 ECTS credits. Courses account for 6 ECTS credits.
* 3 ECTS credits course

Elective selection varies between years.
Courses are subject to change.
COMPANIES THAT OUR CURRENT MBA STUDENTS ARE WORKING IN

Actavis • Ólgerðin • Borgarleikhúsið • Alcoa • Össur • Distica • Straumur Investment Bank • Frumherji • Advania • Vífillfell • Gerpla • KPMG • VÍS • Ríkisbank • Islandsbankinn • Inter Medica • Landsbankinn • Tjarnarbió • Arion banki • Stofnafiskur • Elkem • Artasan • Jómfrún • Microsoft Iceland • PricewaterhouseCoopers • OR • Árvakur • Arctic Adventures • Hússasmíðjan • Geosilica Iceland • RÚV • 365 • Lagerinn Dutch Holding • Independent Savings Bank • Byko • Tax Free World Wide • Icelandair • Eimskip • Byggðastofnun • Landsnet • Síminn • Lögreglan • Iceland Naturreisen • Into the Volcano • Sports Direct • Evrópustofa
WHERE OUR STUDENTS COME FROM

United Kingdom
Norway
Iceland
Denmark
Germany
Portugal
Italy
Palestine
Russia
Japan
New Zealand
Ghana
China
Vietnam
Philippines
Nepal
India

EDUCATION

<table>
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<th>Field</th>
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<td>Business &amp; Economics</td>
<td>38%</td>
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<tr>
<td>Engineering &amp; Technical Science</td>
<td>18%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>14%</td>
</tr>
<tr>
<td>Humanities</td>
<td>18%</td>
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<tr>
<td>Natural Sciences</td>
<td>12%</td>
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OCCUPATION

<table>
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<th>Occupation</th>
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<tbody>
<tr>
<td>Corporate</td>
<td>29%</td>
</tr>
<tr>
<td>Small and medium enterprises (SMEs)</td>
<td>36%</td>
</tr>
<tr>
<td>Government</td>
<td>12%</td>
</tr>
<tr>
<td>Company owners</td>
<td>19%</td>
</tr>
<tr>
<td>NGOs</td>
<td>4%</td>
</tr>
</tbody>
</table>
THE CASE METHOD

We believe that the best managers and leaders are those who can solve problems. The case method helps students develop these skills by presenting them with real life business scenarios in the classroom and putting them in the role of the decision maker. Our students take an active role in solving hundreds of cases in addition to traditional methods of learning.

This is one of the reasons why our programme is truly international, not only is it taught by experts from the best business schools in the world, but the case method gives our students insights into a wide range of different areas, sectors and global markets.

PERSONAL DEVELOPMENT

Personal development is an integral part of the Reykjavik University MBA and enables students to reflect on their personal growth, alongside gaining professional knowledge, skills and abilities. Through our focus on personal development, students reflect on their life and career paths. Our students receive direct personal development training through short workshops and writing papers.

Examples of short term workshops and seminars:
- How to develop your English skills
- How to prepare an effective CV
- How to achieve work and family balance
- Importance of social networks
- Effective presentation skills
- Performance leadership skills
“I found the MBA programme to be extremely effective in advancing my career and relevant to my professional life. The programme expanded my career horizons by opening a new world to me through the topics it covered.”

Hróbjartur Darri Karlsson  
MBA 2013  
Cardiologist  
Læknaestrið

“During the MBA programme I developed both personal and leadership skills that increased my knowledge and ability to face challenges that arise in the operation and management of a business. I believe that the RU MBA can transform careers and I cannot recommend it strongly enough.”

Gunnur Helgadóttir  
MBA 2006  
Managing Director  
Vistor

“The MBA has provided me with a skill set that I have called upon extensively in my professional career. The courses and workshops, throughout the programme provide an invaluable insight into the process of starting new ventures.”

Björn Ólafsson  
MBA 2008  
Co-founder and Managing Director  
Thrihnukar ehf
MBA ALUMNI ASSOCIATIONS

RUMBA
From the moment you join the MBA programme at RU you become part of an alumni network called RUMBA. You will continue to benefit from being an MBA alumnus long after you graduate with both continued education and various social activities.

EMBLUR
All our female students are invited to join EMBLUR when they enter the programme. The objective of EMBLUR is to empower women and strengthen their networking and business relations. The association hosts various functions, meetings and seminars. The RU MBA has one of the highest percentages of women out of all MBA programmes worldwide.

ADMISSIONS

Prerequisites
• Bachelor’s Degree
• Work experience (at least 3 years)
• Good command of the English language

Required documents
• Curriculum vitae with photo
• Official transcripts of diplomas
• Two letters of recommendation
• An essay answering two questions (1000 words max):
  1. Why do you want to pursue an MBA programme?
  2. Discuss your short-term and long-term goals post-MBA

All applications are treated as confidential.

WANT TO LEARN MORE? COME AND MEET US

Kristján Vigfússon, MA, MBA
Director of Executive MBA
kristjan@hr.is

Hrafnhildur Hafsteinsdóttir, MBA
Programme Manager of Executive MBA
hrafnhildur@hr.is

We encourage you to book an appointment with the MBA office and discuss any questions you might have. You can also book a Skype meeting with us or we can give you a call.

mba@ru.is
+354 599 6506

For more information about the application process and tuition information please visit us on www.ru.is/mba