

# MBA

## NEWSLETTER

October 2009



### We definitely should have started this earlier...

A thriving Alumni community is at the very heart of every successful business school anywhere in the world. All the work in the school starts and ends with the past, current and future students. It may be only natural that a University that has been growing at the rate of Reykjavik University has been focused on current students and future development, but the key to the future is to have strong ties with Alumni. We hope to be able to keep in closer contact in the future with regular news about the RU MBA Alumni community, development of the MBA and about events that you can participate in. In particular, we hope to bring news from the two Alumni Associations; RUMBA where all MBA Alumni are members and EMBLUR which is for women Alumni. We really appreciate your views and ideas – so don't hesitate to drop me a line with comments or suggestions.

All the best,  
Aðalsteinn Leifsson, Director MBA  
[al@ru.is](mailto:al@ru.is)

### Time Management – take a free course

Thomas Möller, MBA 2009, has written books about time management and taught hundreds courses in Iceland and Denmark on the subject. You are invited to take part in a short course on time management with Thomas on 12 November at 15.45 (sharp!) at Reykjavik University, Ofanleiti 2. The course will end at 18.15. Why not combine this with a get-together with old friends from your cohort? Send them a line and ask

them to register at [mba@ru.is](mailto:mba@ru.is)

### Alumni show up for electives

The RU MBA has opened its doors for Alumni to take part in electives (maximum of 4 persons per course) and there are Alumni registered in all electives this semester! This allows is Alumni to take courses that they did not have time for or courses that did not exist when they finished their MBA. It is also very positive for current students as it shows that they are a part of a community and participation of Alumni gives breath of fresh (old!) air! There is a fee (65.000 ISK for a full two session course and 45.000 ISK for a one session course). The fee is intended to pay for extra costs due to books, folders etc.



Courses in which Alumni can register during the next few months are: Negotiations (December - Aðalsteinn Leifsson), International Finance (February & April - Ahmad Rahnama) and Performance Management (March - Finnur Oddsson). Please register at [mba@ru.is](mailto:mba@ru.is)

### New Professors

Fortunately we have been able to hold on to the fantastic faculty from IESE, Richard Ivey School of Business etc. that have been the main strength of the programme from the beginning. However, there are always some changes due to new courses and changes in people's careers. Several new professors have joined the programme recently. Among them is Ann Armstrong (Organizational Behaviour) from Rotman School of



Management, which consistently ranks #1 among Canadian business schools. Also, we recruited Daniel Isenberg to teach New Venture Creation. Daniel taught at Harvard Business School for a number of years but this summer he moved to Babson, which is often referred to as the „Entrepreneurship University“. Further to that we have Vlad Vaiman, who teaches International Management. Vlad is a permanent faculty at RU and leads the MSc programme in International Business. View a list of all our professors <http://www.hr.is/deildir/vidskiptadeild/mba/professors/>.

### 10% Discount in the Open University

The Open University now offers all Alumni 10% discount on all open courses! Among upcoming courses are „Ábyrgð og árangur stjórnarmanna“ and „7 venjur til árangurs“ in October and „Samruni fyrirtækja“, „Hæfnismiðað frammistöðumat og frammistöðusamtal“ and „Endurgjöf og markmiðssetning“ in November. Please consult [www.opnihaskolinn.is](http://www.opnihaskolinn.is) or contact [hallaad@ru.is](mailto:hallaad@ru.is) for further information and to activate your discount.

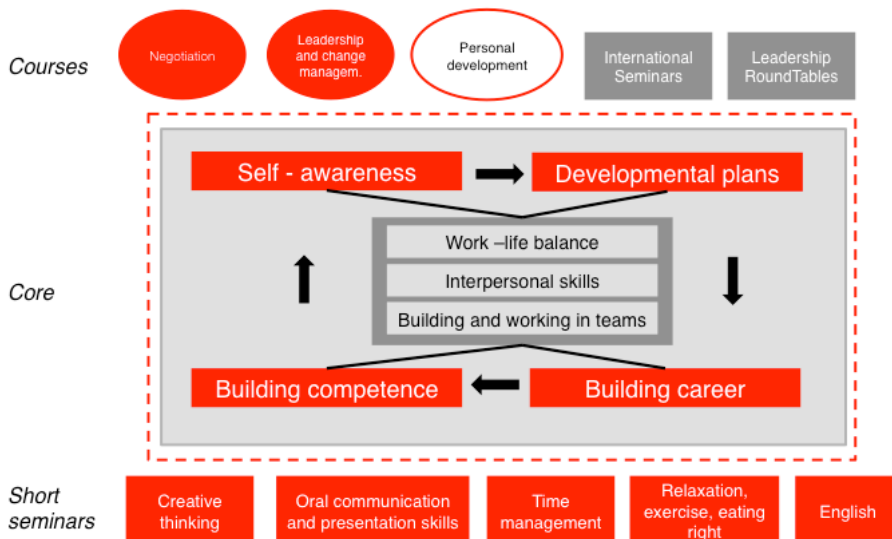
### Emphasis on Personal Development

In a recent study (Wall Street Journal 2004), business leaders were asked what is it that really matters when they hire managers for their firms. The items most often mentioned were: Communication and interpersonal skills (89%), Ability to work well in teams (87%), Personal ethics and integrity (85%) and Analytical and problem-solving skills (84%). Another recent study (Juan Carlos

Pastor, 2005) shows that the most common complaints about MBA graduates are lack of: Communication Skills, Written Skills, Teamwork Skills, Creativity, Strategic Vision, Persuasion and Development of others. The obvious conclusion is that in order to foster successful leaders, an MBA programme needs to focus on issues that may not be a part of a formal course. This is why the RU

the MBA programme there is a short course with Auður Arna and Steven Poulmans from IESE on Personal Development where the work from the two years is tied together. There is a specific focus each term, moving from self-awareness to development plans, building career and building competence. Look at the most current MBA brochure to see what and how we are teaching now!

## PERSONAL DEVELOPMENT MODEL FOR MBA AT RU



MBA went through systematic analysis of Personal Development in leading MBA programmes and designed a comprehensive programme for the RU MBA.

Auður Arna Arnardóttir, who earned her Ph.D. in Counseling Psychology, is responsible for the Personal Development programme and ensures that it is continuous and comprehensive. The programme starts at Orientation and during the two years the main features of the programme are regular reflection papers with a personal feed-back, consulting sessions for groups and individuals, several short courses on core elements of personal development and assignment of reading material. At the very end of

### MBA 2009 graduation

A fantastic group of 56 people graduated on May 30 from the RU MBA. You can view the MBA 2009 cohort at [www.ru.is/mba](http://www.ru.is/mba). The MBA 2009 group is extremely close knit and has a thriving community - and it will always be remembered at Reykjavik University as the group that produced 20 children during the two years of the study!

### Up-date your profile!

Take 2 minutes to go to [www.ru.is/mba](http://www.ru.is/mba) and look at your profile on the internet site. If the information is outdated, please drop us a line at [mba@ru.is](mailto:mba@ru.is) with an update! Thanks!

### 2009 Alumni Survey

Each autumn, RU MBA conducts a survey among the students that graduated in the spring before. This is done to get their views on the MBA programme, where it stands and how it can improve. The results from the survey this autumn are extremely encouraging and they show clearly the importance of maintaining and growing the international emphasis and the emphasis on personal development in the programme. The main reasons for taking the MBA at

Reykjavik University were:

- Foreign Professors (92%)
- International Emphasis (60%)
- Dynamic Teaching Methods (36%)

When asked to assess the quality of the RU MBA programme, the results were:

- Very high (40%)
- High (56%)
- Neither high nor low (4%)
- Low (0%)
- Very low (0%)

### Walk on - RUMBA

Between 50 and 60 people took part in the annual RUMBA hike in June. Halli (Hallgrímur Kristinnsson) guided the group up the peaks and through the valleys of Þórsmörk. The RUMBA walk is a great way to meet Alumni and enjoy hiking in great company. Don't miss it next summer!

### EMBLUR publish a new web

Look at the new internet site for EMBLUR (RU MBA Women Alumni Association) at [www.emblur.is](http://www.emblur.is). EMBLUR have organized an extremely interesting agenda for the winter. The first meeting took place on October 15 in the City Council.

