Joana Matos  
Manager & founder of Matos Magnusson ehf  
MBA 2015

Katrín Júlíusdóttir  
Member of parliament and former minister  
MBA 2016

Paresh Mandloi  
Enterprise Architect at Software Solutions, Íslandsbanki  
MBA 2014
Are you considering an MBA? Congratulations, investing in an MBA is an investment in your future. Studying for 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 releasing 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 is unique and is one of the very few MBA programmes to have received an AMBA accreditation. In addition to our very capable local faculty we have developed a strong network of outstanding visiting faculty from some of the world’s leading business schools, who come back every year because of the dynamic atmosphere and highly motivated students. The RU MBA has graduated a diverse group of more than 600 individuals who have advanced in their professional careers to become leaders, managers, entrepreneurs and business owners and are making a difference.

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

Dr. Thoranna Jonsdottir
Dean, School of Business

REYKJAVIK UNIVERSITY
THE MBA DIFFERENCE

The strength of the Executive MBA at RU lies in the exceptional quality of both the faculty and students, the international nature of the programme, the use of the case study method, strong ties with the business community and a focus on the student as a responsible leader through personal development.

DURING YOUR STUDIES YOU WILL:

- Work with outstanding professors from all over the world who are recognized experts in their respective fields, as well as our most experienced local faculty.
- Gain extensive experience through varied teaching methods and interactive participation in classes and projects.
- Create value for your company by applying new skills that you acquire from day one.
- Learn from a strong group of fellow students with diverse backgrounds.

WITH THE MBA DEGREE YOU WILL:

- Learn the skills that help you to become an innovative and responsible leader.
- Gain strong decision making skills and a competitive advantage.
- Develop an outstanding portfolio of business knowledge and expertise.
- Learn the skills that help you to become an innovative and responsible leader.
- Gain strong decision making skills and a competitive advantage.
- Develop an outstanding portfolio of business knowledge and expertise.
- Gain a valuable understanding of yourself as a leader

“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.”

Sigurður Ólafur Ólafsson
MBA 2005
Chief Operating Officer at Islandsbanki

“I chose the MBA programme to enhance my managerial skills and increase my knowledge and ability to face new challenges. Being a person who has lived and worked in different countries, I further gained international perspectives from the outstanding visiting faculties, who come from some of the world’s leading business schools. This highly accredited programme provided me with the required competitive edge to help me succeed in my career prospects at the international level.”

Paresh Mandloi
MBA 2014
Enterprise Architect
Software Solutions, Islandsbanki

OUR MISSION IS TO DEVELOP RESPONSIBLE LEADERS WHO WILL HAVE A POSITIVE INFLUENCE ON BUSINESS AND SOCIETY
PROFESSORS FROM THE WORLD’S LEADING BUSINESS SCHOOLS

Our faculty, the majority of whom are from leading European and American business schools along with local professors and experts in their respective field, have extensive professional and academic experience. The students get the opportunity to work closely with their professors during the two years of study.

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

Only 225 out of over 25,000 MBA programmes available worldwide have an AMBA accreditation. The RU MBA was awarded accreditation in 2011, thereby joining top ranked business schools such as the Said 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.

The Principles for Responsible Management Education (PRME) initiative aims to inspire and champion responsible management education, research and thought leadership globally.

An international programme accreditation system that evaluates the quality of any business and/or management programme that has an international perspective.

Our Credentials

Student of the Year Award by AMBA
Guðmundur Íngi Pórvöldsson, RU MBA Alumni was in 2014 honored and selected as 1st runner up in the AMBA Student of the Year award. An outstanding acknowledgement for both the student and the RU MBA programme.

ORAD M. AMBAA

"Aside from academic excellence, the clear focus on the practical skills that really matter for success in professional life is what characterizes the RU MBA.”

Abalsteinn Leifsson
Associate Professor,
Reykjavik University

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

Auður Arna Amundsdottir
Assistant Professor,
Reykjavik University

"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 programme 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

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Associate Professor,
Reykjavik University
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 strategy and human resource management. Additionally, the emphasis is on personal capability, making our graduates more effective at leading and influencing people around them.

- The MBA at RU is an executive programme for professionals.
- All classes are conducted in English.
- Students are offered preparation courses.
- Assessment is usually 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

1st semester
- Managerial Economics
- Managerial Accounting
- Organisational Behaviour
- Negotiation
- Personal Development

2nd semester
- Business Statistics
- Corporate Finance
- Marketing Management
- Operations Management
- Personal Development

3rd semester
- Competing in the Digital Age
- Strategic Decision Making
- Human Resource Management
- Leadership
- Personal Development

MBA students have the option in their third semester to study on an exchange abroad in one of our affiliated Universities.

4th semester
- Strategy & Final Project
- Responsible Leadership
- Business Law
- Personal Development
- Entrepreneurship Course taught in IESE in Barcelona or Babson in Boston
- RU - Industry Relations

MBA programme is 90 ECTS
  * Two weekend Course 5.5 ECTS
  ** One weekend Course 4.0 ECTS
  *** IESE/ RU 3.0 ECTS

TYPICAL WEEKEND

THURSDAY 13:00-17:00
FRIDAY 09:00-17:00
SATURDAY 09:00-17:00

SEMESTER

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

“Managerial Economics” is a module that takes place during the 1st semester. It is a 5.5 ECTS course that covers the fundamentals of economic principles as they apply to business decision making. The course aims to provide students with a solid understanding of economic concepts and their practical applications in a business context. Students will learn about supply and demand, market structures, and microeconomics principles. The course emphasizes the importance of good decision making and covers topics such as pricing, cost accounting, and market analysis. By the end of the course, students will be able to analyze economic situations and make informed decisions based on economic data. It is a foundational course that prepares students for more advanced courses in business administration.

“The exchange semester at HHL was an amazing opportunity! It allowed me to experience a new culture, and an extremely multicultural environment with students from 64 nationalities. As an MBA, it made me more prepared for an international career and the challenges inherent to it.”

Joana Matos went to Leipzig HHL Business School during her third semester at the RU MBA in 2014 and was chosen Student of the year.

“Joana Matos 2014

”My studies at RU have enabled me to bring together my diverse work experience with newly acquired knowledge, enabling me to develop my strengths and discover new ones. I am extremely happy with the international focus of the RU MBA, which has really widened my perspective.”

Katrín Júlíusdóttir
Member of parliament and former minister
MBA 2016

THE TYPICAL WEEKEND AT RU

The typical weekend at RU involves classes that take place every other weekend. The Fall semester usually begins from late August and ends in early December. The Spring semester typically starts in middle of January and concludes in early May.

The classes are divided into modules, with each module focusing on a specific area of business administration. Students can expect to engage in a variety of learning activities, including lectures, discussions, and case studies.

For example, a module on “Managerial Economics” typically takes place during the 1st semester. This 5.5 ECTS course introduces students to economic principles and their application in business decision making. Students will learn about economic concepts such as supply and demand, market structures, and microeconomics principles. The course aims to equip students with the tools they need to analyze economic situations and make informed decisions based on economic data.

Next week's schedule includes classes on topics such as “Managerial Accounting,” “Organisational Behaviour,” and “Negotiation.” These courses are designed to enhance students’ understanding of business environments and equip them with the skills necessary to lead and influence people effectively.

The 2nd semester begins shortly after the conclusion of the Fall semester and continues until the end of the Spring semester. Classes during this period cover topics such as “Business Statistics,” “Corporate Finance,” and “Marketing Management.” These courses build upon the foundational knowledge gained in the 1st semester, providing students with a deeper understanding of their chosen field.

In addition to core courses, students can choose from a variety of electives that cater to their individual interests and career goals. This flexibility allows students to tailor their MBA experience to their specific needs and aspirations.

Overall, the typical weekend at RU offers a rich and diverse learning experience that prepares students for success in their future careers.
KEY FACTS

CURRENT STUDENTS 97
AVERAGE AGE 38
FEMALE 51%
MALE 49%

COMPANIES THAT OUR CURRENT MBA STUDENTS ARE WORKING IN
- 365
- Actavis
- Advania
- Alþingi
- Arion banki
- Boeing
- Borgarleikhúsið
- Borgun
- Capacent
- Copyright Finland
- Crayon Iceland
- Credit Info
- DMC
- Eigið/Vendum
- Evrópustofa
- Expectus Software
- Expedia
- Fréttatíminn
- Fjóls fjölmöön
- Gallup
- Glofi
- Halldór Jónsson
- Haugen gruppe
- HS Orka
- Icelandair
- Icelandair hotels
- Iðnó
- Innnes
- Internet Iceland
- Islandsbanki
- Juris
- Landsbankinn
- Landsbref
- Landsnet
- LÍÚ
- Loftleiðir
- LSH
- Marel
- Mekano
- MP banki
- NT
- Norðurál
- Ölgerðin
- Olís
- OPEX
- Össur
- Pandora
- PWC
- Reebok Valens
- Reykjavíkurborg
- RIFF
- RSK
- RÚV
- Reykjavikurborg
- Sabre Airline
- Samgöngustofa
- Scholarbook
- Shell
- Siminn
- Sinfonihjámsveit Islands
- Egersund
- Star oddi
- Stefnir
- TM software
- Toyota
- Trackwell
- Unicef
- UTN
- Valka
- Vegagerðin
- Venum
- VHE
- VIS
- Viss

WHERE OUR STUDENTS COME FROM 2002-2016

EDUCATIONAL BACKGROUND
- Business & Economics 40%
- Engineering & Technical Science 18%
- Social Sciences 10%
- Humanities 24%
- Natural Sciences 8%

PROFESSIONAL BACKGROUND
- Corporate 45%
- Small and medium enterprises (SMEs) 29%
- Government 11%
- Company owners 9%
- NGOs 5%
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 placing them in the position of decision makers. 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 insight into a wide range of different sectors and global markets.

“The director of the MBA I find two issues paramount to ensure the quality of teaching and the participants selected into the programme, and having equal gender distribution in our cohorts and among the teachers. This equality is something I see as one of our main competitive advantages.”

Kristján Vigfússon
Director of Executive MBA

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 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.

PERSONAL DEVELOPMENT

An integral part of the RU MBA is personal development. Students reflect on their personal growth, life and career paths, while they gain professional knowledge, skills and abilities. Our students receive direct personal development training through short workshops and assignments.

1st semester

Self-awareness and self-development

- TAS
- Self awareness
- Self development
- Goal setting and action plan
- Personal strengths and weaknesses, goal setting and action plan
- Individual coaching sessions, team process meetings

2nd semester

Self-development, teams, and feedback

- Coaching
- Giving/receiving feedback
- Team leadership
- Personal strengths and weaknesses, goal setting and action plan
- Individual coaching sessions, team process meetings

3rd semester

Strategic career management, personal branding

- "Strength finder"
- CV, Cover letters
- Interviews
- Personal branding
- Individual coaching sessions

4th semester

Leading positive change and motivating and developing others, presentation skills

- Leader coach
- Written and verbal presentation skills
- Personal growth after graduation
- Individual coaching sessions

facebook.com/reykjavikuniversitymba

We encourage you to follow us on our Facebook page to see news about our alumni, students and professors.
ADMISSIONS

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

Required documents
• Curriculum Vitae with photo
• Official transcripts of diplomas
• Two letters of recommendation
• An essay answering two questions:
  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.

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

WANT TO LEARN MORE? COME AND MEET US

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Programme Manager of MBA
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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.

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