

REYKJAVIK UNIVERSITY

Annual report 2017







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Reykjavik University plays a key role in education and research for businesses and industry in Iceland. Its mission is clear – to create and disseminate knowledge so as to increase competitive advantage and quality of life for individuals and society. This has led to a clear focus for both education and research at the University.

When it comes to education, Reykjavik University focuses on key areas for strengthening both industry and society as a whole. The core of the University's study programmes is technology, business, and law – the fundamental subjects for businesses. The focus of the University not only defines the subjects offered – it also defines the approach used. Teaching at Reykjavik University combines a strong theoretical foundation with a practical approach based on real-world problem-solving. Throughout their studies, students work on real projects arising in companies and institutions. This means that the students work with experts from industry to solve these problems, which in turn prepares the students exceptionally well for the workplace. The impact of this approach is demonstrated by the fact that 80-90 percent of graduating students entering the workforce have secured jobs prior to their graduation.

Research, development, and innovation also play a key role in Reykjavik University's service for industry and society. Since 2006, research productivity at the University has grown many times over, both in terms of peer-reviewed publications and competed research funding. Today, Reykjavik University generates more research articles per faculty member – taking into account both journals and conferences – than any other university in Iceland. This has led to the University becoming one of the top 500 universities according to Times Higher Education. But creation of new knowledge is not only about research articles; it is also about creating new technologies, new solutions, and new products for industry and society. Great emphasis is thus put on transferring new knowledge and opportunities to industry and society, through start-ups and collaboration with companies.

Innovation and entrepreneurship are cornerstones in both education and research at Reykjavik University. Students take courses focused on these subjects, starting in the first year of undergraduate studies. The University encourages students to start

their own companies and is developing both space and support for faculty and student start-ups. Currently, the University has shares in seven spin-off companies stemming from faculty research and has supported a number of student start-ups without taking any equity share.

Over the last few years, the financial situation of the University has been challenging. Even back in 2008, universities in Iceland received significantly less funding per student than universities in other Nordic and OECD countries. During the period 2009-2013, the government significantly cut funding to Reykjavik University, even though the numbers of students were growing, further reducing funding per student. The University responded by increasing its own revenues and decreasing costs, and has succeeded in balancing its finances and has been operating in the black for the last few years. Over the last couple of years, the government has started to increase funding for universities. With the combination of fiscal discipline and increased revenues, the University is now able to invest more in advancing its education, research and innovation.

The University continued to implement its strategy in 2017, focusing on quality of education, research with impact, innovation, collaboration with industry, and safeguarding the core of the University. Ongoing efforts progressed well and new initiatives were launched to support the University mission and strategy. Among those are new degree programmes, new research projects, new industry collaborations and new information systems. Furthermore, the University launched a project to build campus housing for students, providing around 400 units over the next few years.

The year 2017 was a successful year for the University, in terms of education, research, innovation, industry collaboration and financial stability. This is first and foremost thanks to the professional and passionate efforts of University employees. Thus, on behalf of Reykjavik University, we sincerely thank all RU staff for their invaluable contributions to Reykjavik University and to Icelandic society.

Dr. Ari Kristinn Jónsson, President, Reykjavik University



Reykjavik University

Role

The role of Reykjavik University (RU) is to create and disseminate knowledge in order to enhance the competitiveness and quality of life for individuals and society, guided by good ethics, sustainability, and responsibility.

Mission

The mission of Reykjavik University is to be a strong teaching and research university with emphasis on technology, business, and law.

Core Activities

The core activities of Reykjavik University are teaching and research, with strong ties to industry and society, emphasising interdisciplinary work, international context, innovation, and service excellence. The culture of RU is shaped by personal relations and respect for society and the environment.

Teaching and Learning

Reykjavik University offers students outstanding education involving broad knowledge of disciplines, a deep understanding of individual components, concepts, theories, and the skills needed for applying methods within a discipline, and the competences required to apply knowledge in studies and work. RU differentiates itself by offering diverse teaching and assessment methods, practical assignments, active student participation, and integration of studies into industry and society. The programme is aimed at enhancing students' critical thinking, creativity, and independence.

Research

Ambitious research is carried out at Reykjavik University in order to foster education and create new knowledge and innovation for industry and society. The University recognizes that research is a creative and entrepreneurial process, driven only by the researcher. Research is evaluated against international criteria and reflects impartiality, professionalism, and recognised scientific work ethics.

Cooperation with Industry and Society

Reykjavik University emphasises ties with national and international industry, which are based on integrity, mutual respect, and benefits to society. The University is an active participant in the shaping and development of industry and society, and works towards meeting the needs of society for specialised knowledge. This is attained through education, research, innovation, development, and participation in discussions on issues arising in society. Furthermore, the University emphasises good relations with its alumni and meets the lifelong learning needs of individuals.

2017 Highlights

Students

A total of 868 students graduated from Reykjavík University in 2017, 220 in January and 648 in June. 580 students graduated from undergraduate studies, 285 from graduate studies, and 3 doctoral students graduated. In addition to university graduates, 70 students graduated from preliminary studies. Of those students who graduated from the University, 283 were from the School of Science and Engineering; thereof 88 graduated with a Master's degree and 1 with a Doctoral degree. The School of Business graduated 273 students; 138 with a Master's degree and 2 with a Doctoral degree. The School of Law had 91 student graduates; 45 with a Master's degree. The School of Computer Science graduated 221 students; 14 with a Master's degree.

Nearly 3,000 applications, were received for the Autumn term of 2017, which is similar to the year before. The greatest number of applications were received for studies within the School of Computer Science. More than 930 applications were received for graduate studies, which is a record number.

There was a significant increase in the number of students that enrolled for the first time at the University in the autumn of 2017. There were 1622 newly enrolled students in the University for the Autumn term and 161 in preliminary studies, compared to 1,454 in total the year before. A total of 3734 students studied at RU during the 2016-17 academic year.

Education

The School of Computer Science, in collaboration with the University of Akureyri started two new bachelor's degrees, one with a business minor and one with emphasis on Computer Development. Work got started on developing new study lines within the Computer Science programme, to be launched in 2018. These lines are: FinTech in collaboration with the School

of Business, Game Development, Web- and user interface, Artificial Intelligence, Psychology in collaboration with the School of Business, Law in collaboration with the School of Law and Sports Science in collaboration with the School of Science and Engineering. The School of Computer Science made an agreement to offer a double degree with Mälardalen University and Åbo Akademi University. Students enrolled in the MSc programme in Computer Science and the MSc programme in Software Engineering have the opportunity to earn a Nordic Master in Intelligent Software Systems.

The School of Business received a reaccreditation from EPAS for programs in business and economics. A redesign of the masters programs in business was undertaken, making them three-semester programs with a Summer term, enabling students to complete them in 14 months. The first students will start the new programs in 2018. The redesign process was based on thorough stakeholder consultations, examination of similar programs abroad and student surveys. RU also became a member of Association to Advance Collegiate Schools of Business (AACSB) and embarked on obtaining an AACSB accreditation.

During the fall semester, a new software for digital assessment – Digiexam, was tested in several courses in the School of Law, with great success.

In 2017, RU committed to implement PRME in all academic Schools. PRME stands for Principles of Responsible Management Education; and sets six main goals of social responsibility and sustainability for leadership education. It is a joint effort of the United Nations and universities around the world and calls for increased attention to, and implementation of social responsibility and sustainability in research, teaching and daily operations.



New Dean of the School of Computer Science

In August, Dr. Gisli Hjálmtýsson became Dean of the School of Computer Science, replacing Dr. Yngvi Björnsson.

Housing

Preparations are well under way for building student apartments on the University campus, to the west of Öskjuhlíð hill. The design contract was won by Kanon Architects and will be developed in collaboration with RU and the City of Reykjavik. The buildings are partly financed by government funding and the City of Reykjavik. The apartments will help to compensate for the housing shortage in the Reykjavik area and are expected to appeal to both domestic and international students. Both the design of the buildings and the surrounding area will emphasise environmental sustainability and sustainable transportation. All the apartments will be a short walking distance from RU and in close proximity to public transportation.

Cooperation with Industry and Society

Reykjavik University and the Ministry of Industries and Innovation take part in an international project with MIT (Massachusetts Institute of Technology) with the objective to create new jobs and further economic growth in Iceland through innovation. The REAP project of MIT (Regional Entrepreneurship Acceleration Program) is a two-year programme that MIT has worked on with a number of cities and areas around the world. The project includes a detailed analysis of the environment for innovation and will yield a detailed action plan on how Iceland's competitiveness may be strengthened through innovation. The approach builds on MIT's research on what factors are most important for innovation to thrive.

Reykjavik University and Síminn signed a cooperative agreement in 2017. The agreement is for five years and allows students at RU to develop and conduct research on the newest trends in telecommunication services with Síminn.

Reykjavik University and Isavia renewed their cooperative agreement in 2017, focusing on research and development in air navigation services and airport services.

Reykjavik University and LS Retail signed an agreement on funding the Center for Research in Marketing and Consumer Psychology (CRMC). The CRMC collaborates with international researchers and practitioners in the field of marketing and consumer psychology, leading to greater intersectional knowledge transfer and increased scientific impact.

Reykjavik University, The University of Iceland and Icelandair signed a cooperative agreement focusing on creating a research fund for projects related to aviation and aeronautics.

Icelandair Group, Isavia, Eimskip and Fisheries Iceland, in collaboration with Reykjavik University, allocated ISK 25 million for MSc and PhD research projects at the University for the school year 2017-2018.

Reykjavik University became part of the State of European University-Business Cooperation, on behalf of Iceland. The project mapped out cooperation between industries and universities in Europe in 2017, setting a useful comparison between the university-business cooperation in different European countries.

The Girls in Technology (Stelpur og tækni) day is held in co-operation with the Federation of Icelandic Industries (SI) and The Icelandic Digital Society (Ský). In 2017 the project received grants from the Ministry of Education, Science and Culture and from the equal rights project fund within the Ministry of Welfare. Around 500 girls from 9th grade in elementary school participated in the Girls in Technology day in Reykjavik. The girls attended workshops at Reykjavik University where they were e.g. presented with challenges in web design, programming and artificial intelligence. Following the workshops the girls visited companies in the tech industry where they got a chance to meet female role-models and see what it is like to work in the industry. For the first time Girls in Technology was held outside of Reykjavik University, with the event making its way to Akureyri, Ísafjörður and Egilsstaðir. Around 700 girls from all around Iceland participated in the event in 2017.

The winning team of Hnakkapön – the Fisheries Challenge, which was held from January 19th-21st in collaboration with Fisheries Iceland and the US Embassy in Reykjavik, developed ideas on how Vísir in Grindavík could sell fresh Icelandic cod straight to US consumers. The team attended the Seafood Expo North America/ Seafood Processing North America Exhibition in Boston March 15-21, courtesy of Icelandair and the US Embassy in Iceland.

The Stanford Women in Data Science (WiDS) conference is a worldwide one-day technical conference event that aims to inspire and educate data scientists, regardless of gender, and support women in the field. Reykjavik University became the WiDS ambassador and hosted the conference for the first time on February 14 2017, complying to the only rule of WiDS; to have only female speakers from the computer industry speaking. Speakers came, e.g., from /sys/tur, the association of women studying computer science at RU, CCP, Viska, Meniga, Össur, and Gangverk.

Thousands of university students attended the Career Days (Framadagar), which were held in cooperation with AIESEC in February.

Research at Reykjavik University

Reykjavik University has a clear and progressive research strategy and stands first among equals in Iceland when it comes to research in its main academic fields. Overall research activity is constantly rising, as is the number of publications in peer-reviewed outlets.

An assessment of research activities within RU's academic Schools is conducted annually by a panel of international experts. The rating is based primarily on the quantity/quality of research output in peer-reviewed outlets. The panel notes all relevant comparisons to the international research community in each field and impact, such as citations, derived work, advising of doctoral students/post-docs, grants and status (roles as editor, PC member/organiser of conferences, examiner of PhD thesis, etc.). The results of the annual assessment is the basis for allocation of research funds from the Ministry of Education, Science and Culture between the academic Schools of the University.

Academic employees evaluated in the RU Annual Research Assessment 2017

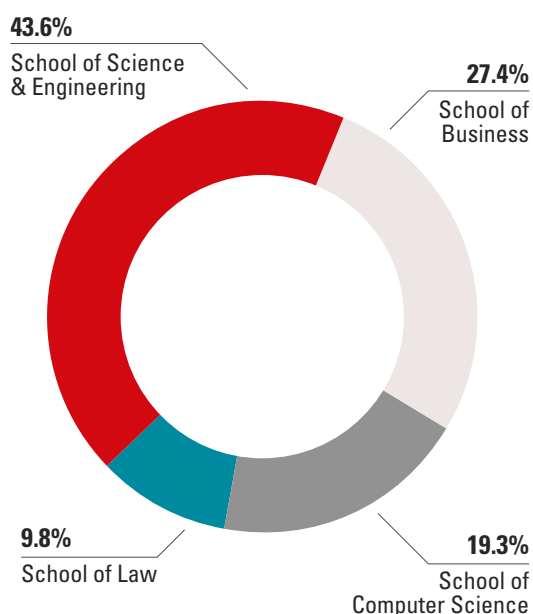
	Number of Professors / Deans	Number of Associate Professors	Number of Assistant Professors	Number of other academic employees*	Total
School of Business	9	7	9	4	29
School of Computer Science	6	3	7	5	21
School of Law	2	8	1	4	15
School of Science & Engineering	15	9	14	12	50
Total	32	27	31	25	115

* Other academic employees: Adjuncts, postdocs, visiting professors and other researchers.

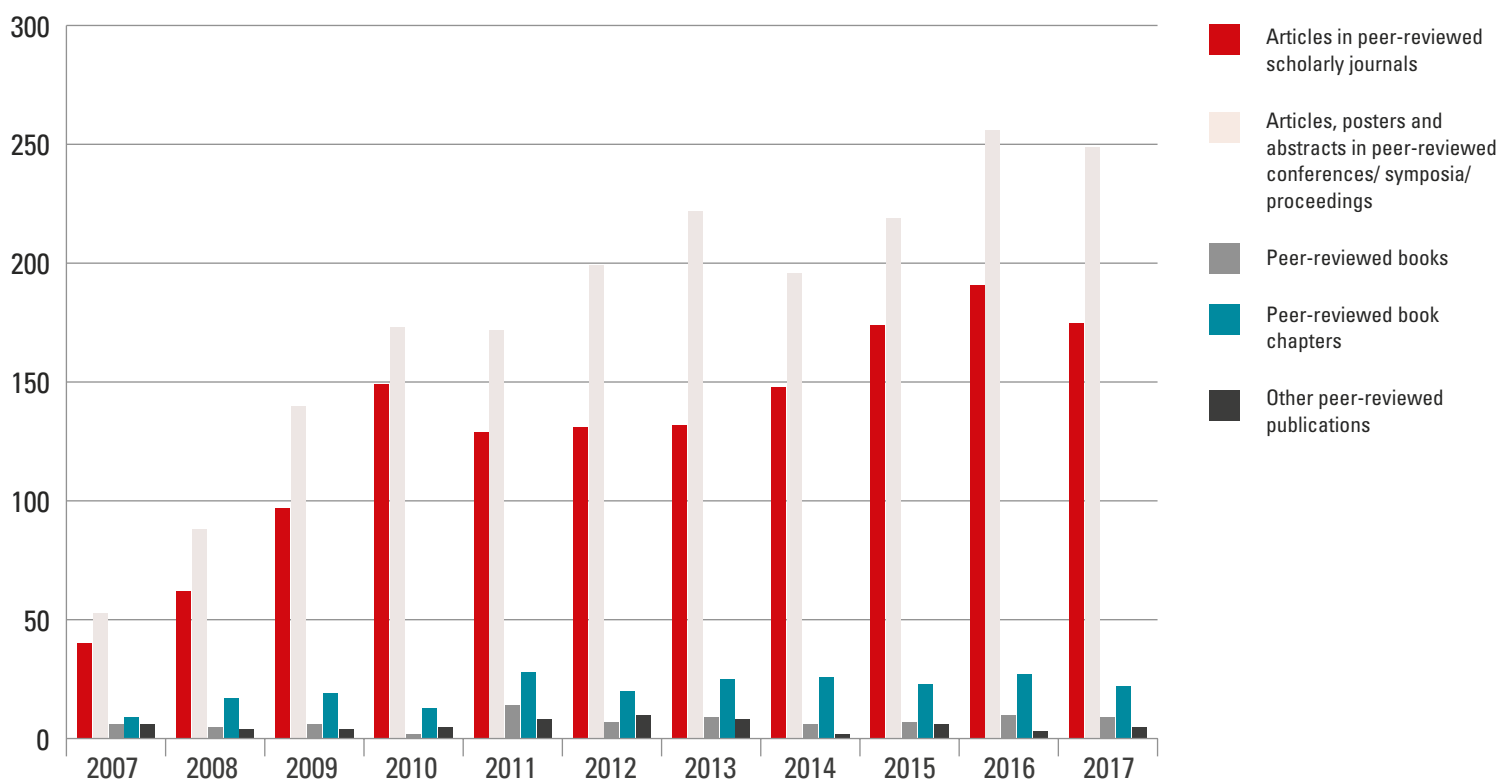
Distribution of research funds to RU Schools 2017

The amount of research funds allocated to RU from the Ministry of Education, Science and Culture in 2017 was 497.9 million ISK. In the period 2007-2017, the total allocation from national competitive research funds increased fivefold, from around 70 million ISK in 2007 to around 350 million ISK in 2017.

The allocation to RU-affiliated scientists from the Icelandic Research Fund of the Science and Technology Policy Council increased fivefold in the period 2007-2017, i.e. from 51 million ISK in 2007 to around 246 million ISK in 2017. In addition to receiving grants from national research funds in 2017, the University received several grants from international research funds, e.g. grants from the EU Programmes. The foreign grant revenue in 2017 was around 83 million ISK.

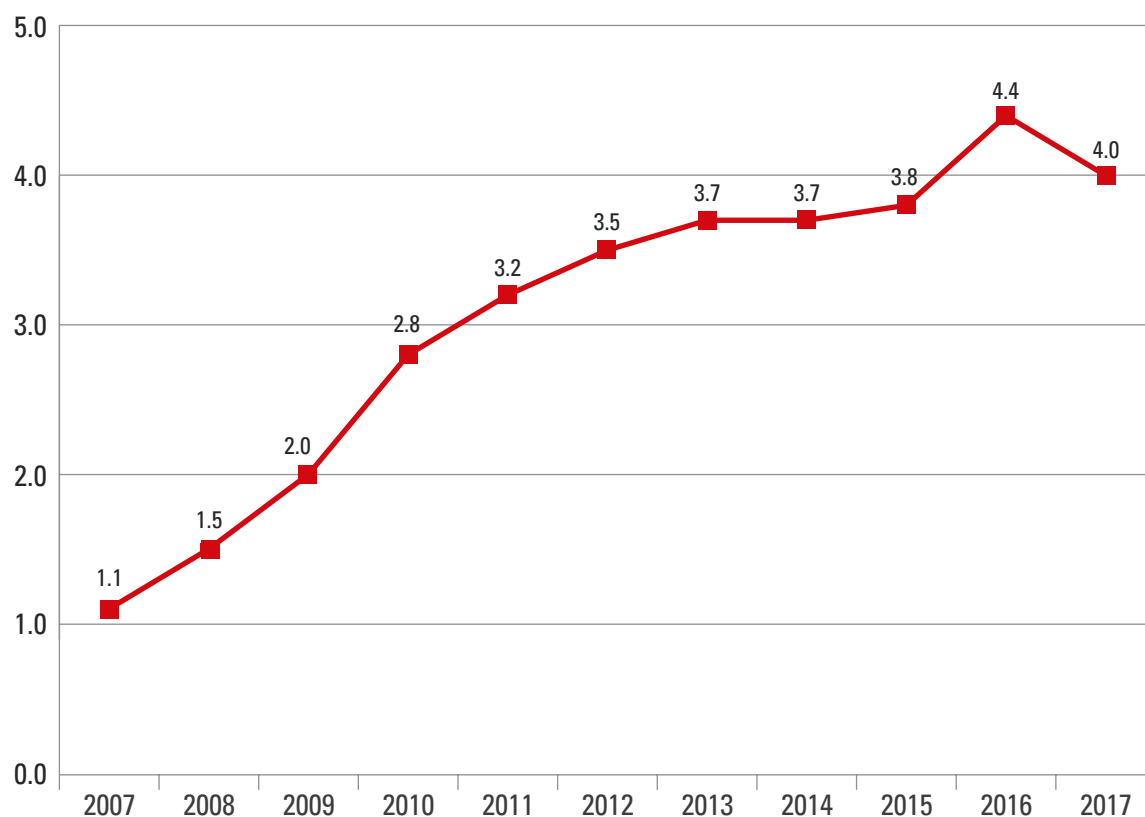


Number of RU affiliated publications in peer-reviewed outlets 2007-2017



The total number of RU affiliated publications in peer-reviewed outlets has quadrupled from 2007 to 2017. About 38% of RU affiliated publications in 2017 are in peer-reviewed scholarly journals, 54% at peer-reviewed conferences or in conference proceedings and about 7% are in peer-reviewed books and book chapters.

Number of RU affiliated articles in peer-reviewed outlets 2007-2017



The number of publications in peer-reviewed outlets annually per academic employee has increased significantly in the period 2007-2017, from 1.1 in 2007 to 4.0 in 2017. The number of articles in peer-reviewed scholarly journals per academic employee has also increased, i.e. from 0.4 in 2007 to 1.5 in 2017. In 2017, around 96% of all RU affiliated peer-reviewed publications were published in English.



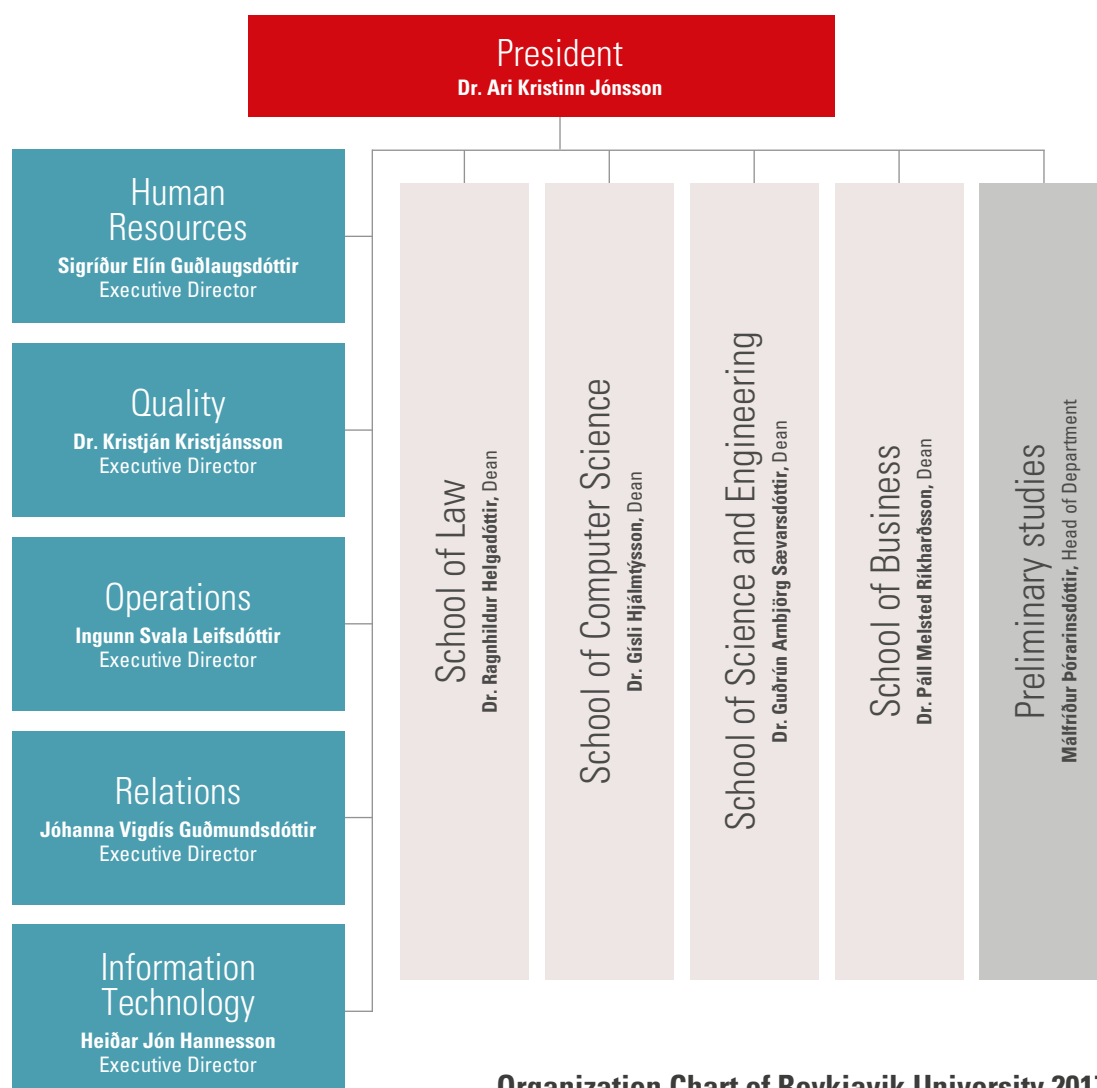
Governance

The President of Reykjavik University represents the University, is in charge of its day-to-day activities and is responsible to the Board of Directors for its operations. The President is responsible for the quality of RU's operations and the execution of internal assessment. The President appoints Deans, Executive Directors, and other University personnel, who answer directly to the President, however, the President consults with the Board concerning their selection and primary tasks.

The Executive Committee of Reykjavik University is made up of the President, who is also the chair, Deans, Executive Directors, and other key personnel, as decided by the President. The Executive Committee discusses and decides on rules and other strategic documents. Furthermore, the Executive Committee discusses the operating plan and budget of the University, annual reports on the operations of Schools and departments, and internal assessment results.

The Dean of a School is appointed by the President, taking into consideration the report of an evaluation committee. Deans of RU Schools are responsible for their academic management and initiate the development of strategy for their School. Deans have operational and financial responsibility for their School and are accountable to the President.

The Executive Directors of RU are appointed by the President. Executive Directors are responsible for the organisation and operations of RU's support services and serve in specified roles defined by the President. The tasks of support services include support for internal quality control, teaching, research, human resources, real estate, finances, service, international relations, industry relations, continuous professional education, and communications. The President defines the roles and tasks of support services in accordance with the needs of the University at any given time.



Organization Chart of Reykjavik University 2017



University Council

The University Council of Reykjavik University operates as a forum for discussions regarding academic policy, teaching and research, and collaboration with industry. The Council has ten members, representing industry, academia, and government.

The President arranges and attends the meetings of the Council. Deans of RU Schools and the President of the student union also attend.

Members:

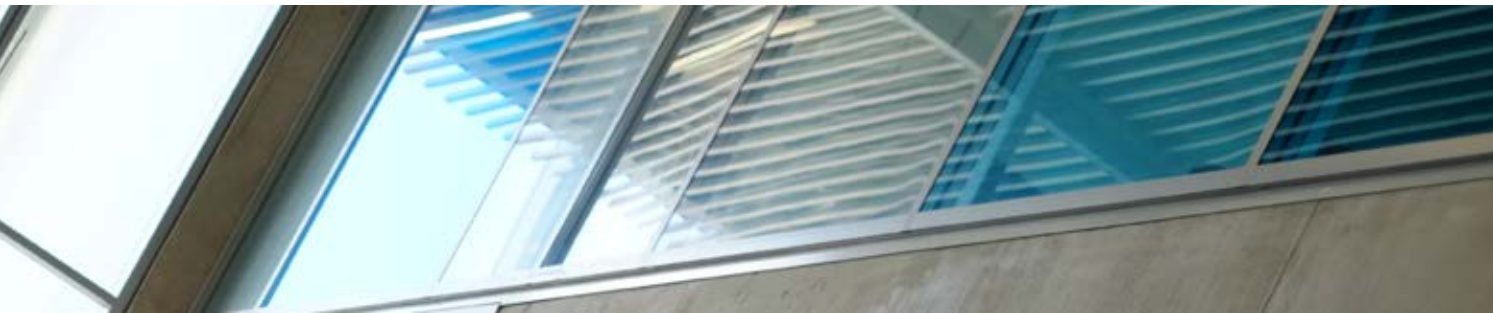
- **Hjörleifur Pálsson, Chairman of RU University Council**
Business Administrator
- **Arndís Kristjánsdóttir**
Lawyer, Representative of the Ministry of Education, Science and Culture
- **Björgólfur Jóhannsson**
President and CEO of Icelandair Group
- **Eyjólfur Árni Rafnsson**
Chairman of SA-Business Iceland, former CEO of Mannvit Engineering
- **Georg Lúðvíksson**
CEO of Meniga
- **Guðrún Hafsteinsdóttir**
Chairman of SI – the Federation of Icelandic Industries, Marketing Director of Kjörís
- **Hreggviður Jónsson**
Chairman of Veritas Capital
- **Hörður Arnarson**
CEO of Landsvirkjun
- **Katrín Olga Jóhannesdóttir**
Chairman of the Iceland Chamber of Commerce
- **Kristín Friðgeirsdóttir**
Professor at London Business School and lecturer at RU MBA

Board of Directors

Reykjavik University's Board of Directors is made up of five full members and one alternate member, each elected at RU's annual meeting. The Board of Directors is responsible for planning, administration, finance, determining tuition fees, and general operations. The President of RU attends meetings of the Board of Directors.

Members:

- **Hjörleifur Pálsson, Chairman of the RU Board of Directors**
Business Administrator
- **Ásta Sigríður Fjeldsted**
Managing Director, Iceland Chamber of Commerce
- **Frosti Ólafsson**
CEO of ORF Genetics
- **Guðrún Hafsteinsdóttir**
Chairman of SI – the Federation of Icelandic Industries
- **Guðrún Eyjólfssdóttir**
Project Manager, Education, SA-Business Iceland



Research Council

The Research Council of Reykjavik University has the role of implementing the research policy of the University, establishing and maintaining a strong research culture within the University, advising the President and Deans on issues related to research, developing methods and work processes that will strengthen the University's position in the research field, increasing the financial resources allocated to research, and safeguarding the interests of research in the activities of the University.

The Council answers directly to the President. In 2017, the Research Council, in cooperation with the University's Research Services, supervised the annual research assessment of all academic employees who have research obligations. This was the eleventh time that such an assessment took place. The result of the annual assessment is the basis for allocation of research funds from the Ministry of Education, Science and Culture between the academic Schools of the University. The Council was tasked by the RU Executive Committee to look into how the University can best build upon its research environment and spend its governmental research budget. The Council did a very thorough Research Environment Faculty Survey, the aim of which was to collect data regarding the research environment at RU. The result from the survey will be introduced in early 2018.

Members:

- **Hannes Högni Vilhjálmsson, Chairman**
Associate Professor, School of Computer Science
- **Jack James**
Professor, School of Business
- **Gunnar Þór Pétursson (part time)**
Associate Professor, School of Law
- **Eiríkur Elís Þorláksson (part time)**
Associate Professor, School of Law
- **Kristinn R. Þórisson,**
Professor, School of Computer Science
- **Sigurður Ingi Erlingsson (part time)**
Associate Professor, School of Science and Engineering
- **Halldór G. Svavarsson (part time)**
Associate Professor, School of Science and Engineering
- **Catherine Elisabet Batt**
Student representative

The Secretary of the Research Council is Kristján Kristjánsson, Executive Director of Quality at RU.

Curriculum Council

The Curriculum Council of Reykjavik University has the role of considering issues that regard to teaching and learning at both undergraduate and graduate levels. The Council is made up of representatives from all Schools, student representatives, and one representative from Teaching Affairs. The Chairman of the Council is appointed by the President and attends Executive Committee meetings on behalf of the Council. The Council answers directly to the President. The Curriculum Council has an important role in the development of learning and teaching at the University.

The Curriculum Council formulates the teaching policy of the University and monitors its development. This includes encouraging and supporting good and progressive teaching methods. Furthermore, the Curriculum Council reviews and revises the University's rules regarding studies and teaching, as necessary.

The Curriculum Council arranges open meetings, where employees of the University discuss specific issues relating to studies and teaching. Issues that have been addressed in this forum include interdisciplinary studies and methods to assess the quality of teaching.

Members:

- **Hafrún Kristjánsdóttir,**
Assistant Professor, School of Science and Engineering
- **Halldór Halldórsson**
Associate Professor, School of Computer Science
- **Ingunn Gunnarsdóttir**
Adjunct, School of Science and Engineering
- **Póra Hallgrímsdóttir**
Senior Scientist, School of Law
- **Daníel Viðarsson**
Teacher, Department of Preliminary Studies
- **Axel Hall**
Assistant Professor, School of Business
- **Erna Sigurðardóttir**
Student Representative for the first part of the year, replaced mid year by Salka Sigurðardóttir.

The Secretary of the Curriculum Council is Einar Hreinsson, Director of Teaching Affairs and Registry.



School of Science and Engineering

The Dean of the School of Science and Engineering is
Dr. Guðrún A. Sævarsdóttir

Study programmes

- Diploma Programmes in Technology
- Constructing Architecture (BSc)
- Applied Engineering (BSc)
- Engineering (BSc, MSc, PhD)
- Sports Science (BSc, MSc, MEd)
- Master in Project Management (MPM and MSc)
- Iceland School of Energy (ISE), MSc in Sustainable Energy Engineering and Energy Sciences

All studies at the School of Science and Engineering include a strong theoretical foundation. Furthermore, particular emphasis is placed on the practical aspects of the studies when teaching basic disciplines. The School is a member of the International Cooperation Network for the Development of Technical Education CDIO (Conceive, Design, Implement, Operate). This network has some 100 progressive universities as members and its main emphasis is on the quality of engineering and technology studies. The School ensures quality of engineering and technology studies by connecting basic disciplines to actual projects, thereby connecting learning outcomes to challenges faced by society. Emphasis is placed on knowledge and skills in programming and information technology in engineering study courses and students are offered the opportunity to specialise in that field.

In 2017, the option of completing a MSc degree in engineering with a minor in innovation was offered for the first time. Also, the option of adding a 30 ECTS thesis to an MPM degree and graduating with an MSc in project management was offered for the first time.

In recent years, efforts have been made to get young people more interested in technical education and the opportunities offered by university education in that field. In pursuit of this goal, academics from the School of Science and Engineering participated in projects such as Boxið - the project competition between secondary school students, and the projects Stelpur í tækni (Girls in Technology), and Hringekjan (the Merry-Go-Round), where senior students from lower secondary schools were invited to take part in customised science classes, under the supervision of University faculty.

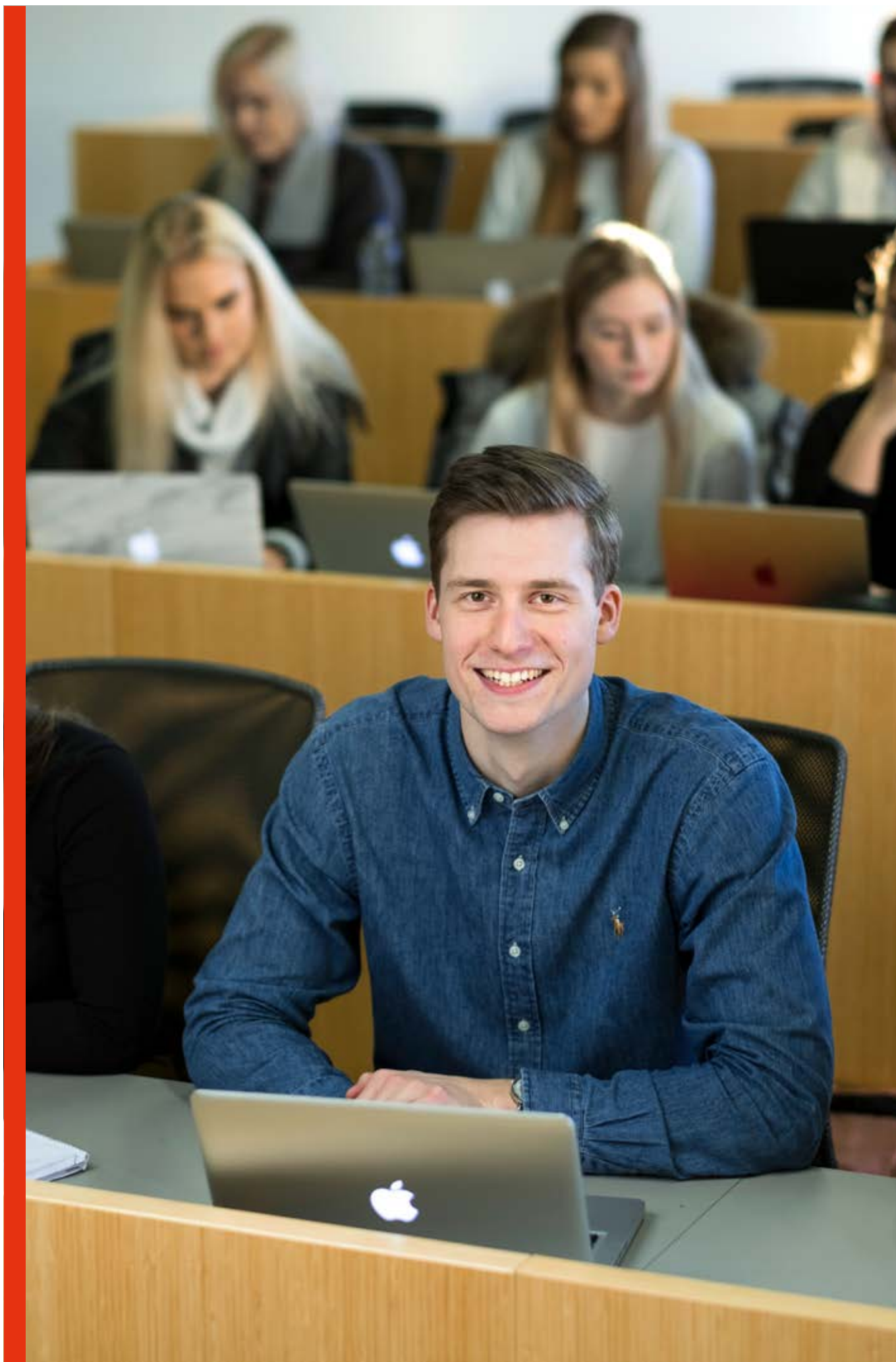
The School of Science and Engineering had 65 employees; of those 13 were professors, 11 associate professors, 17 assistant professors, 14 adjuncts, and 10 administrative staff and lab supervisors. In addition, there were eight post-doctoral fellows, six full time and six part time researchers and 21 students pursuing doctoral degrees at the School.

Research

One student received a doctoral degree from the School of Science and Engineering in June 2017. Research is an increasingly important aspect of the School's activities; In light of this, since 2007, there has been a considerable increase in the number of peer-reviewed publications authored by the School's employees in international journals and grants for projects headed by School's employees have doubled. Academic employees at the School of Science and Engineering published 98 articles in peer-reviewed journals, 87 of these articles appeared in journals that are registered in the ISI database. Furthermore, 176 publications (articles/abstracts/posters), mainly articles, were published in peer-reviewed conference proceedings/conferences, and three peer-reviewed books and six peer-reviewed book chapters were published in 2017.

The School has the following research centres and groups:

- Engineering Optimisation & Modelling Centre (EOMC)
- ICI Rheo Centre
- Laboratory for Unmanned Vehicles
- RU Neurolab
- SEL Structural Engineering and Composite Laboratory
- The Bioinformatics Group
- The Nanophysics Group
- The QPS Group (Quantitative Problem Solving)
- The Institute of Biomedical and Neural Engineering (BNE)
- Centre for Risk and Decision Analysis (CORDA)
- Research Group on Speech Processing
- Research Group on Fluid Dynamics
- Institute of Educational Research
- Physical Activity, Physical Education, Health and Sport (PAPESH) Research Centre



School of Business

Dean of the School of Business is
Dr. Páll M. Ríkharðsson.

Study programmes

- Business Administration (BSc)
- Business Administration with a minor in Law (BSc)
- Business Administration with a minor in Computer Science (BSc)
- Innovation and Fisheries (Diploma)
- Psychology (BSc)
- MBA
- Corporate Finance (MSc, MCF)
- Accounting and Auditing (MACC)
- Information Management (MIM)
- Human Resource Management and Organisational Psychology (MSc, MHRM)
- Marketing (MSc)
- Business administration (MSc)
- Clinical Psychology (MSc)
- PhD in Business
- PhD in Psychology

In the activities of the School of Business, emphasis is placed on excellent teaching, varied teaching methods, student participation, high-quality research and publication in accredited, international science journals, good connections with industry and society through practical projects, internships and the involvement of part-time teachers from industry, caring for the well-being of the students, co-workers and society.

The School of Business has two departments: Business and Psychology. Two study programmes at the School have received international quality accreditation. Business Administration Studies have received the EPAS accreditation and the MBA programme is accredited by AMBA (Association of MBA Programmes). Furthermore, the MSc program in Clinical Psychology has received an accreditation from the Behavior Analyst Certification Board. The School of Business has been a member of the co-operation network PRME (Principles for Responsible Management Education)

for the education of responsible managers since 2012. In July 2017, the School of Business received a prize for excellence in PRME reporting from the United Nations.

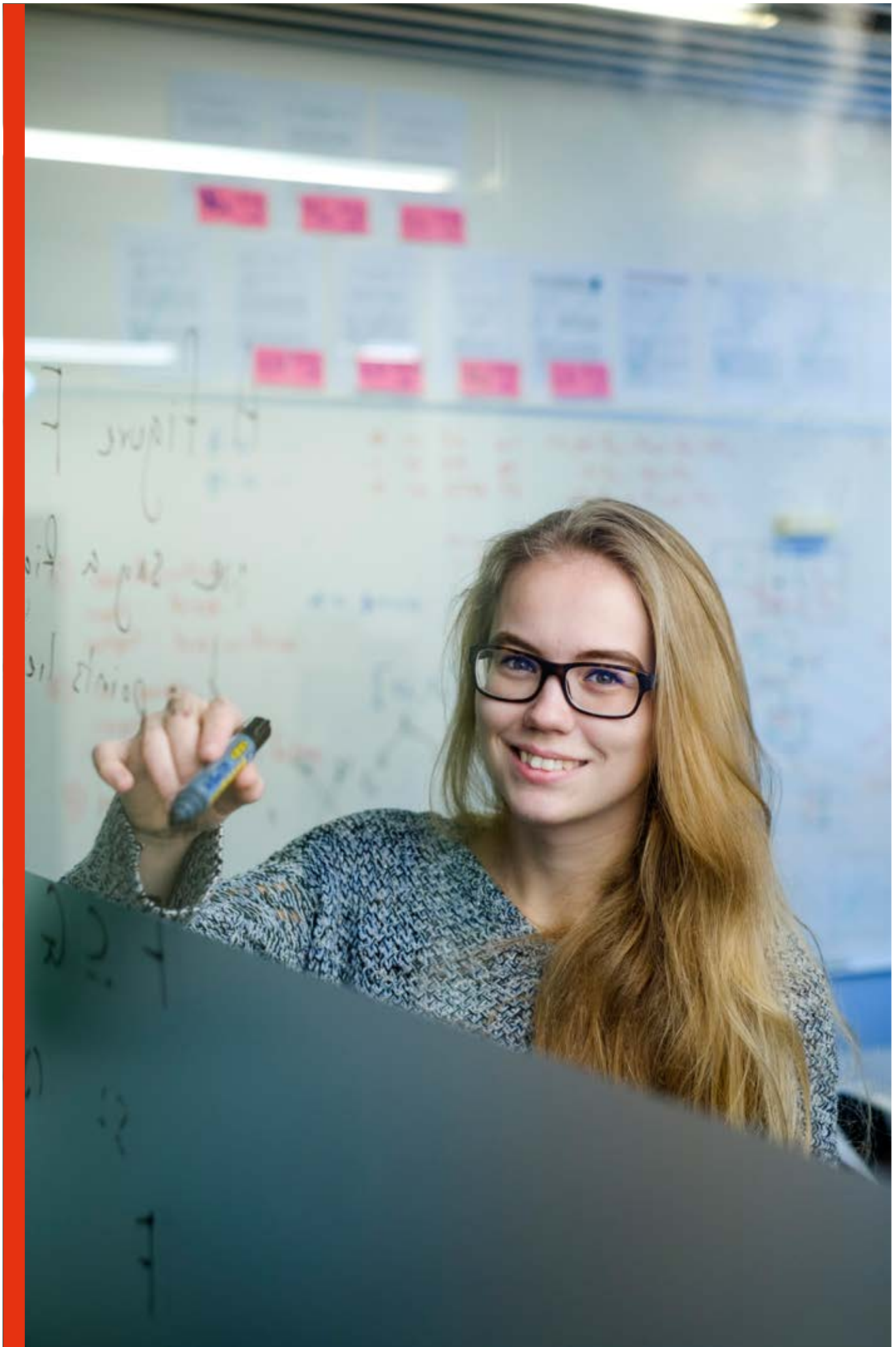
At the end of 2017, the School of Business had 48 employees, in 44 full-time positions and 4 part-time. Of these, 43 employees are engaged in teaching and research, while 5 work in the administrative office.

Research

In 2017, academic employees of the School of Business published a total of 58 scientific articles in peer-reviewed journals; of these, 54 appeared in ISI registered journals. Development of research output in the past years has been very positive rising from 1.8 peer reviewed outputs per faculty in 2010 to 3.9 peer reviewed outputs per faculty in 2017.

The School of Business has the following research centres and groups:

- The Research Centre for Human Resource Management
- The RU Centre for Research on Innovation and Entrepreneurship
- The RU Institute for Research in Finance and Economics
- RU Institute for Corporate Governance
- Centre for Research in Marketing and Consumer Psychology
- The Icelandic Centre for Social Research and Analysis
- The Icelandic Trauma Research Center (ITRC)



School of Computer Science

Dean of the School of Computer Science is
Dr. Gísli Hjálmtýsson.

Study programmes

- Computer Science (Diploma, BSc, MSc, PhD)
- Computer Science - Research project (BSc)
- Computer Science with Business minor (BSc)
- Discrete Mathematics and Computer Science (BSc)
- Software Engineering (BSc, MSc)
- Language Technology (MSc)

In all study programmes at the School of Computer Science, emphasis is placed on the quality of teaching and balance between a strong theoretical foundation and knowledge of up-to-date practical technologies and methods.

A testimony of the quality of the education provided by the School of Computer Science, is that in 2016 two of its study programmes, Computer Science (BSc and MSc) and Discrete Mathematics and Computer Science (BSc DIMACS), received international accreditation through the European Quality Assurance Network for Informatics Education (EQANIE), making them the first and only internationally accredited study programmes of their kind in Iceland. In 2017 the School has progressed on obtaining the same accreditation for the Software Engineering programme.

The School organized a number of high-profile domestic outreach events in 2017, including the Programming Competition for secondary schools, the Artificial Intelligence festival, 13th ICE-TCS Theory Day and the Pearls of Computation lecture seminar series.

The School also organized and hosted international academic events such as the Thirty-Second Annual ACM/IEEE Symposium on Logic in Computer Science (LICS) 20–23 June 2017, the 9th Nordic Corporate Governance Network Workshop, MMM 2017, the 23rd International Conference on MultiMedia Modeling and the 15th International Conference on Permutation Patterns.

In March 2017, Prof. Magnús M. Halldórsson, the scientific director of ICETCS, became the first researcher at Reykjavik University to have an h-index of 40 according to Google Scholar. Dr. Gylfi Þór Guðmundsson, Prof. Björn Þór Jónsson and Laurent Amsaleg (Rennes France) were nominated for best paper at MMSys 2017.

In August, Dr. Gísli Hjálmtýsson rejoined the School of Computer Science as the Dean.

The core faculty and staff of Computer Science at Reykjavik University consists of eight professors, five associate professors, eight assistant professors, three adjuncts, and four office employees.

Research

Fourteen MSc students graduated. Faculty members published 14 articles in peer-reviewed scholarly journals, 13 of which appeared in ISI journals. A total of 48 articles were presented at conferences, five books and four book chapters were published, as well as three other peer-reviewed publications.

The School has the following research centres and groups:

- Centre for Analysis and Design of Intelligent Agents (CADIA)
- Centre for Research into Engineering Software Systems (CRESS)
- Icelandic Centre of Excellence in Theoretical Computer Science (ICE-TCS)
- Icelandic Institute for Intelligent Machines (IIIM)
- The Icelandic Centre for Language Technology (ICLT)



School of Law

Dean of the School of Law is
Dr. Ragnhildur Helgadóttir.

Study programmes

- Undergraduate Law Studies (BA)
- Law with a Minor in Business (BA)
- Master's Degree in Law (ML)
- Doctorate Degree in Law (PhD)

The main emphasis in law studies at the School of Law is to provide students with a solid foundation in methodology, extensive knowledge of key subjects of the law, and the possibility of studying individual fields in considerable depth. The Master's studies in law include the opportunity for specialisation as well as the opportunity to incorporate other subjects taught at the University. There is an emphasis on training the students' analytical and executive skills. Teaching is in the form of lectures, practical projects, and discussion sessions.

During 2017, three new employees joined the School of Law and two returned from extended leaves of absence. One went on a leave of absence and two left the School to become judges at the end of the year. Altogether, there were 19 employees working at the School of Law (15.5 full-time equivalents). In addition to the Dean, at any given time, 12 worked full-time at teaching and research, five worked part-time at teaching or research, and two worked in the administration office.

Research

In 2017 the academic faculty published 18 peer-reviewed publications. Researchers at the School of Law are influential within the field of law and are often engaged in public discussion.



Preliminary Studies

Head of the Department of Preliminary Studies is
Málfríður Þórarinsdóttir.

Reykjavik University (RU) offers a one-year university preparatory programme through the Department of Preliminary Studies. The programme is designed for students who wish to qualify for entry to University level education. The main objective is to prepare students with the knowledge, skills, and competencies necessary to undertake studies at university level. The programme is a bridge between post-secondary and higher education, and targeted at four main groups:

- Students who have finished a recognised post-secondary vocational training programme.
- Students who have completed a pre-access course (Menntastoðir), and have been working on the labour market.
- Students who have studied at post-secondary level, but have not completed their studies.
- Students, who have completed post-secondary education (matriculation examination), but need more preparation in Chemistry, Mathematics or Physics, to enter a higher education programme.

The preliminary studies programme is equivalent to 100 FEIN (Icelandic upper-secondary school credits) and takes ten and a half months to complete. On successful completion of the programme, students receive the Preliminary Studies diploma.

Students follow one of four pathways, or tracks, which prepare them for specific undergraduate careers: Engineering and Technology, Computer Studies, Business or Legal Studies.

The number of students during the 2017 Spring term was 130 and there were 147 students during the Autumn term.

There were 12 permanent faculty members (9.5 full-time equivalents) in Preliminary Studies. Of those, seven worked full-time at teaching and three worked part-time at teaching. One employee worked at the office.

Support services

Relations

Executive Director of Relations is
Jóhanna Vigdís Guðmundsdóttir.

Relations consists of units and projects focused on relations with society at large; Executive Education and Continuous Learning at the Open University, Marketing and Communications, Industry Relations, International Relations, Alumni Relations and the International Office. The objective of Relations is to cooperate and communicate with individuals, companies, and institutions, with the overall objective of strengthening the relationships of the University with industry and society, and increasing the awareness of Reykjavik University's activities and the value that the University brings to individuals, industry, and society. Relations is comprised of all the units that communicate with outside stakeholders. One of the main focuses of Relations is to foster cooperation with industry, with a special focus on innovation, with the overall aim of ensuring that students and faculty continue to contribute to a prosperous society. Strategic cooperation with international universities is also a key focus of the unit, ensuring an international benchmark for quality.

Industry Relations

A strong cooperation with industry and society is one of the three main pillars of Reykjavik University. Cooperation with industry provides students at RU with valuable experience from real projects and provides companies and institutions with access to qualified future employees. Students are also given the opportunity to develop characteristics, such as independent work methods, adaptability, flexibility, and group work skills, all of which make them an even more valuable resource when they enter the labour market.

Cooperation between RU and industry is conducted in various ways, but most commonly by entering into cooperation agreements with companies and institutions. Such agreements involve students from different Schools of the University working on projects in cooperation with companies as part of their coursework at the University. Often, students work on larger final projects in cooperation with companies, under the guidance of instructors at RU. Furthermore, companies and the University combine forces to strengthen teaching and research in certain fields of study, through company sponsorship of teaching positions at the Schools of the University.

The employability of RU's students is a key emphasis of Relations. To that end, the unit developed an innovative way for students to get work experience and international experience simultaneously.

The International Internship Exchange (IIE) model was developed in cooperation with the shipping company Eimskip and the University of Southern Maine (USM). The IIE recognizes that international experience and relevant job experience will both increase students' employability and bring substantial value to society. RU entered into a threefold agreement in 2017 with the University of Southern Maine in Portland, USA and Eimskip, whose North-America operations are in Portland. The School of Business plays a central role in RU's IIE strategic development internationally, as the School will develop the IIE further and run a pilot of the program with the USM School of Business in the Spring 2018.

Among the larger events orchestrated by Relations is Girls in Technology (Stelpur og tækni), which is held in collaboration with the Icelandic Computer Society (SKÝ) and the Federation of Icelandic Industries; Boxið – the Secondary School Project Competition, held in collaboration with the Federation of Icelandic Industries and SÍF, the Alliance of Icelandic Secondary School Students; Career Days, held in cooperation with AIESEC, Hnakkabön – the Fisheries Challenge, which was held for the first time in 2015, in collaboration with Fisheries Iceland, and Women in Data Science (WiDS) held in cooperation with Stanford University.

Executive Education and Continuous Learning – Open University

The Open University is a non-academic department of Reykjavik University that annually provides 350-400 programmes and courses for executives, specialists, and managers from industry who aim to improve their work performance and strengthen their skills. The courses and programmes, especially in the fields of technology, business, and law, are practically oriented, based on case studies, and entail close relations with industry. The duration of courses varies from three-hour courses to two-semester programmes. The Open University also provides courses and programmes which are customised to the needs of particular companies. The teaching staff comes from both academia and business. About 5,500 people attended Executive Education and Continuous Learning at RU in 2017.

There are ten staff members at the Executive Education and Continuous Education and the Director is Guðmunda Smáradóttir.

International Office

Employees and students at RU are encouraged to seek international experience and knowledge through visits, cooperation, exchange and internships with universities and companies around the world. The International Office is responsible for student and staff exchange within the frame of Erasmus+, Nordplus as well as other bilateral agreements. It develops international partnerships and provides pre-arrival and support services to all international students at RU. The office is the first contact for international admissions and gathers applications to be processed by RU Schools. Furthermore, the office aims to increase the number of opportunities for RU students to gain international work experience, by establishing connections with international companies, both directly and through university cooperation and to apply for and allocate grants to students to gain work experience abroad.

The International Office plays an important role in internationalisation at home by involving local staff and students in international events and visits as well as by applying, administering and reporting for grants within the frame of Erasmus+ programme both within and outside Europe. The applications for Erasmus + International Credit Mobility (outside Europe) are done in cooperation with professors, teachers and staff within RU.

During the year 2017, 76 RU students went on exchange programmes to study at partner universities, while 219 international exchange students came to study at RU.

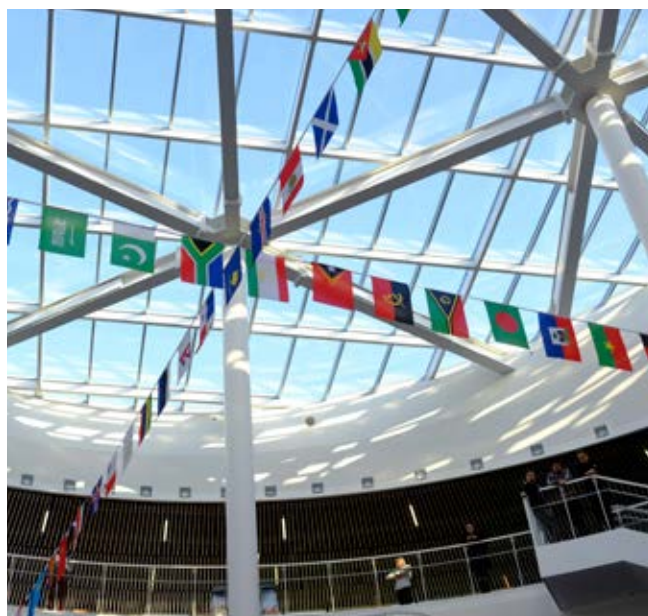
Staff members of the International Office attended staff weeks at Aarhus University in Denmark and Management Center Innsbruck in Austria and visited two partners in the Netherlands: Rotterdam School of Management and Tilburg University. Additionally, employees attended two international education conferences in 2017, NAFSA in Los Angeles in May, and EAIE in Seville in September.

There are three staff members at the International Office and the Director is Guðlaug Matthildur Jakobsdóttir.

Marketing and Communications

The Marketing and Communications department oversees, and is responsible for all of RU's advertising, public relations, events, and other marketing and communication efforts, including the University's websites, social media, the RU magazine, advertisements, brochures, annual reports and various other publications, videos, and media relations. Marketing and Communications also runs diverse presentational and educational activities for elementary and secondary school students in cooperation with all Schools of the University. These include events such as the University Day, Boxid (the project competition for secondary schools), and Career Days.

There are six staff members at the department of Marketing and Communications and the Director is Eiríkur Sigurðsson.



Support services

Human Resources

Executive Director of Human Resources is
Sigríður Elín Guðlaugsdóttir.

Reykjavík University emphasizes equal opportunities and strives to offer its employees a motivating work environment, challenging work activities, professional feedback, an opportunity to improve and develop skills, and an environment where they can be of influence. RU offers fair and competitive salaries and working conditions. Emphasis is placed on flexibility and balancing work with family and personal life, and wellbeing.

Equality at RU

RU strives to be a leader in good practices; therefore, the University's human resource strategy addresses issues such as diversity, inclusion, and wellbeing of staff members. An RU equality programme exists to ensure equal opportunities for employees at RU and in 2016 a position of Equal Rights Representative was formalized. In 2017, to further strengthen RU's emphasis on equal rights, the equal rights representative was replaced with a full equal rights committee, the role of which is to supervise and implement RU's Equality Program, prepare reports and statistics on gender divergence in academic positions and management positions, as well as organize events and training in cooperation with the Executive Director of Human Resources.

RU conducted its second equal pay analysis in 2017. The results show that men's base salary is 2.8% higher than women's in 2017. This is after taking into account age, tenure, education, management responsibilities and position in the organizational chart. This represents an approximately 1% smaller pay gap than in the analysis in 2016. In 2018, RU plans to implement an equal pay certification.

Environmental Issues

In November 2015, RU signed a pledge for climate action and Human Resources led the formation of an environmental task force. Its initial focus was on gathering information for mapping the current state of emissions and waste disposal. Subsequently, it focused on organizing and promoting environmentally

friendly activities, minimizing the use of plastic, properly sorting recyclables and garbage, etc. In 2017 the focus has been on eliminating plastic cups from all kitchens and canteens at RU and promoting environmentally friendly transportation for both students and staff by, for example, introducing Zip car as an alternative.

UN goals for CSR introduced to all academic Schools

In 2017, RU committed to implement PRME in all academic Schools. PRME stands for Principles of Responsible Management Education and sets six main goals of social responsibility and sustainability in leadership education. It is a joint effort of the United Nations and universities around the world and calls for increased attention to and implementation of social responsibility and sustainability in research, teaching and daily operations. RU School of Business has been a member of PRME since 2013 and today, around 650 universities in 85 countries participate in the project. The HR department is leading the implementation of PRME at RU and has hired a project manager to coordinate the effort.

Headcount

At the end of 2017, there were 246 permanent employees working at the University (231 full-time equivalents). Just over 60% of the University's employees have a teaching and, or research obligation. RU has 93 faculty members in the posts of assistant professors (40), associate professors (26) and professors (27).

Service Department

The Service Department provides services to students and staff at RU, which includes answering telephone calls, giving information, and receiving and sending mail, as well as assisting students, faculty, and visitors. The department also provides information regarding student registry and documentation. Four employees work at the Service Department and its Director is Guðrún Gyða Ólafsdóttir.

Support services

Operations

Executive Director of Operations is
Ingunn Svala Leifsdóttir.

Facilities

The RU building at Nauthólsvík measures approximately 30,000 square meters. It has around 50 classrooms and research spaces of various types and sizes, in addition to the numerous facilities and spaces for faculty and students. The operation of RU's real estate, including technical aspects of classrooms, maintenance services, and security, is the responsibility of Facilities. The building is owned by a holding company that manages the property of the University and is owned by the University. In addition to the traditional activities of RU, other independent parties provide services and activities in the building, such as the catering company GJ Veitingar, which manages the University cafeteria and runs the nearby restaurant Nauthóll, the coffee shop Te og kaffi, the University store, and the World Class gym, located in the basement of the building. Several other companies, especially start-up companies and business partners, conduct activities in the building. The facilities for both students and faculty are continually being upgraded and improved.

The Director of Facilities is Einar Gunnar Hermannsson.

Finance

RU's Finance Department encompasses the University's general financial management. This applies to the University's financial accounts, finances, and collection of fees, payments, financial planning, financial statements, and all other aspects of RU's financial management. The Finance Department also serves other University departments by analysing various financial data at any given time and communicating with the government regarding finances and provision of various information.

The Director of the Finance Department is Jóhann Hjartarson.

Support services

Information Technology

Executive Director of Information Technology is
Heiðar Jón Hannesson.

The IT department is responsible for managing, maintaining, and developing the University's information technology infrastructure and systems. Its activities are three-fold: providing services and equipment to users, operating the University network infrastructure and central services, and selecting and developing information systems and technology for the University. Fifteen full time employees work at the IT department.

Since 2015 the IT department has been preparing to replace the core IT system of the University, i.e. the Learning Management System (LMS) and the Student Management System (SMS). RU selected Canvas from Instructure as the future LMS system. The system was used in a pilot phase from January 2017 and was taken into full usage from August 2017, replacing an old bespoke LMS system. The replacement of present bespoke Student Management System is being prepared and is expected to take place in early 2019.

IT Help Desk

IT help desk provides assistance to users regarding IT issues at the University.

Five employees work at the Help Desk and Arnar Egilsson is Service Manager.

Support services

Quality

Executive Director of Quality is
Kristján Kristjánsson.

RU Research Services

The main objectives of RU Research Services are to assist with the financing of research, monitor opportunities for grants both from Icelandic and foreign parties, and assist with applications, report-making, and financial statements for projects that have received grants.

RU Research Services also supervises data collection, processing of statistics, and reporting on research conducted at the University, as well as assessment of research activities of the various Schools. RU Research Services provides presentations and communication by presenting research, e.g. on the University website and by hosting events.

The Director of RU Research Services is Kristján Kristjánsson, Executive Director of Quality.

Teaching Affairs and Registry

The office of Teaching Affairs and Registry supervises student record-keeping, teaching advice, assessments and other matters concerning teaching at the University. The office is, furthermore, responsible for organisation and follow-up of internal and external quality assurance activities of teaching and learning. The office arranges exam schedules and is responsible for administration of final exams, the structure of teaching evaluations of courses, and consultancy with and training of teachers. Teaching Affairs and Registry is also responsible for student record-keeping, including the issuing of diplomas and attestation documents for students, the implementation of programmes and assisting materials for teaching, training of teachers, as well as the format of the timetable and allocation of teaching facilities.

During 2017, one of the main challenges of Teaching Affairs and Registry, in close cooperation with the IT-department, was to reshape the digital platforms for teaching and learning at Reykjavík University. A new Learning Management System – Canvas, was introduced for all courses at RU in August. With Canvas, teaching

and learning at RU was taken to a new and modern level as the system offers a variety of means for delivering education, including smoother forms for interaction between students and teachers, use of in-line and digital teaching material, discussions, chatrooms, assignment methods etc. The new LMS system is app-based, which enables students to keep up with their assignments and courses by the use of various digital devices. In connection with the implementation of Canvas, Teaching Affairs organised, in cooperation with IT, more than 40 courses for teachers at RU.

The implementation of Canvas was followed up by the introduction of Digiexam – a new platform for digitalised assessment. This system has a lock-down browser mechanism, restricting students possibilities for external help but at the same time enables them to take their assessments on a familiar device. The office of Teaching Affairs also started the implementation of Explorance Blue – a new software for student surveys that will enable a better use of data to enhance quality of teaching and learning.

By the Fall 2017, the office of Teaching Affairs and Registry finished a new quality assurance system for teaching and learning at RU. It is in accordance with the most recent trends and regulations in the European Higher Education Area and supports the strategy of RU for enhancement of teaching and learning.

Teachers benefit from consultation from the Teaching Affairs and Registry on teaching techniques and various courses on theories of instruction are available to teachers. Additionally, it is recommended that teachers participate in teacher training days, organised at the start of every semester. Study courses are constantly being developed, e.g. by reviewing the Learning Outcomes of learning paths and individual courses, and the strengthening of Master's and Doctorate studies.

Four employees work at Teaching Affairs and Registry, in addition to 40 exam invigilators during exams. The Director of Teaching Affairs and Registry is Dr. Einar Hreinsson.

Library and Information Services

The Library and Information Services at Reykjavik University is largely an online library providing faculty and students with a wide range of access to resources via consortia and special subscription online (en.ru.is/library). Most databases are accessible off-campus and the library's remote-access site continues to be among the University's most visited websites. In addition to the online collections the library provides traditional access to print items and maintains institutional repositories of student and faculty work. Emphasis is placed on providing equal, diverse, professional and personal service but information literacy has been a central part of the library service support for academic studies both in cooperation with the different Schools at RU and as online presentations and drop-in courses at the library.

The library has a total of seven employees, each responsible for the different elements that make up the extensive service and organization of the library. Two students furthermore staff the weekend service desk.

The Director of Library and Information Services is Sara Stef. Hildardóttir.

Collections, borrowing and downloads	2017	2016
Library website (visits)	97,488	108,419
E-journals and -books (downloads)	82,933	79,990
Print items	24,269	24,064
Student thesis repository (skemman.is)	440 (of 2799)	435
Information specialist services		
Booked interviews	880	881
Online interviews	314	346
Lessons (hours)	100	140

Student Counselling and Career Centre

The goal of the Student Counselling and Career Centre is to ensure that all students at Reykjavik University are able to engage effectively in their academic and social environment. The service is free and confidential for students at the University, and also for all students considering further education at the University. Study-technique seminars are held at the beginning of each school year. Various aspects of studying are covered, for example, time management, goal setting, reading techniques, taking notes, and sitting exams.

Seminars on controlling exam anxiety or stress are held regularly. In these seminars, students receive instruction on how to recognise the symptoms of exam anxiety or stress, and on how to react to mental and physical symptoms in order to lessen the impact of anxiety on their study performance.

Student Counselling and Career Centre organizes free guided meditation and relaxation sessions, held every Thursday throughout the semester. In January each year the Student Counselling and Career Centre organises a mental health awareness week, which helps to generate discussion about mental health difficulties and well-being. The Student Counselling and Career Centre helps students to manage their careers, and assists with CVs and job interviews. The Student Counselling and Career Centre also offers services for students with special needs or learning disabilities and offers group counselling to students with ADHD.

Four employees work at the Student Counselling and Career Centre and its Director is Gréta Matthíasdóttir.

2017 Events

Reykjavik University held over 170 conferences, seminars, meetings, defences, presentations, competitions, open houses and other public events in 2017.

23rd International Conference on Multimedia Modeling - MMM2017

January 4-6

MMM is a leading international conference for researchers and industry practitioners for sharing new ideas, original research results and practical development experiences from all MMM related areas. About 150 guests attended MMM2017 at Reykjavik University in January.

Orientation Days

January 6 and August 16

Every semester at RU starts with Orientation Days, where new students are welcomed and introduced to practical matters concerning their studies and life at RU.

Hnakkathon - The Fisheries Challenge

January 19-21

Hnakkathon is a competition for aspiring experts among RU students on environmental issues, marketing, software, technology and logistics to prove their capabilities and talents by developing solutions for the seafood industry. The event is organised in cooperation between Reykjavik University and Fisheries Iceland. The challenge in 2017 was to design new packaging and develop a strategy for Vísir in Grindavík to be able to sell their products directly to consumers in the US. The winning team designed new "sous-vide" packaging that promoted Vísir's responsible fisheries and the quality of Icelandic fish. The winning team attended the Seafood Expo North America/Seafood Processing North America in Boston March 18-21, courtesy of Icelandair and the US Embassy in Iceland.

RU Graduation

January 28

220 students graduated from RU at a graduation ceremony held in the Harpa conference and music hall in January. Guðrún Hafsteinsdóttir, Chairman of the Federation of Icelandic Industries gave the Ceremonial Speech and Bjarki Þórsson, ML, spoke on behalf of graduates. Frosti Ólafsson, Managing Director of the Icelandic Chamber of Commerce, delivered awards on behalf of the Chamber and Dr. Ari Kristinn Jónsson, President of RU, closed the event with an address to the graduates.

International Day

January 24 and August 28

RU celebrates International Day every semester. The event focuses on international experiences and exchange opportunities for students. RU's international students offer dishes from their home countries and provide information on their home institutions, which are part of the University's extensive exchange network. Between 500 and 1000 students attend this event.

Secondary School Visits

Visits from graduating secondary school students are one of the most important ways in which RU introduces prospective students to the University and the programmes offered. Programmes are introduced both through videos and presentations given by RU students. The visits primarily take place in November, February, and March.

UTmessan

February 3-4

UTmessan is one of the largest IT events in Iceland. The purpose of the UTmessan is to highlight the importance of information technology and its effects on individuals, businesses, and Icelandic society. The event takes place at Harpa Conference Centre and is a joint collaboration between Ský (The Icelandic Computer Society), The University of Iceland, Reykjavik University, and The Federation of Icelandic Industries. Students and employees of Reykjavik University showcase a wide variety of technological research projects at UTmessan.

AIESEC Career Days

February 8

The purpose of Career Days is to give university students an opportunity to communicate with companies, to find out what education is necessary in order to work for particular companies, and to get a better idea of their employment opportunities after graduation. Career Days are held annually by the International Association of University Students (AIESEC), in co-operation with Reykjavik University. Thousands of university students and 80 companies and institutions participated in this event.

The Stanford Women in Data Science (WiDS)

February 14

The Stanford Women in Data Science (WiDS) conference is a worldwide one-day technical conference event that aims to inspire and educate data scientists, regardless of gender, and support women in the field. Reykjavik University became the WiDS ambassador and hosted the conference for the first time in 2017, complying to the only rule of WiDS; to have only female speakers from the computer industry speaking. Speakers came, e.g., from /sys/tur, the association of women studying computer science at RU, CCP, Viska, Meniga, Össur and Gangverk.

Open University Day

March 4

This event gives all universities in Iceland the opportunity to present their educational programmes and services to prospective students.

Management Competition

March 11

The Reykjavik University Secondary School Management Competition, was organized by the School of Business for the first time in 2017. Teams competed in running a chocolate factory in an Edumundo simulator. The winning team came from Tækniskólinn.

International Visiting Week

March 14-16

The International Office hosts many international visits and organises the International visiting week each year, where RU's international partners have the opportunity to learn about the University and meet and interact with colleagues.

Brain Awareness Week

March 14-16

The Brain Awareness Week is held by the Department of Psychology in collaboration with Sports Science and Biomedical Engineering. The goal of this event is to raise awareness of the importance of brain research and educate the public on the brain through open lectures and other activities.

The Programming Competition

March 18-19

The Reykjavik University Secondary School Programming Competition has taken place for many years and attendance has increased each year. This Competition is open to secondary school students who are interested in programming, irrespective of whether they have an education in that field or not. Prizes are given to the best team in each league. The winning teams this year came from Tækniskólinn and Flensborgarskóli.



Hringekjan - the Merry-go-round

November 9

Hringekjan (the Merry-go-round) is an annual event at RU that introduces elementary school students in Iceland to technological and science studies, under the guidance of teachers from the School of Computer Science and the School of Science and Engineering. The objective is to introduce students to various ways in which technology can be used creatively, to solve tasks, and to gain an understanding of a wide variety of subjects. 9th and 10th graders from Breiðholtsskóli elementary school took part in Hringekjan in 2017.

The RU Awards

March 30

Every year, students and faculty of Reykjavík University select individuals who have excelled in the field of teaching, in research, and in service. The 2017 Research Award was awarded to Dr. Hannes Högni Vilhjálmsson, Associate Professor at the School of Computer Science. The Teaching Award was awarded to Eyjólfur Ingi Ásgeirsson, Associate Professor at the School of Science and Engineering. Lóa Hrönn Harðardóttir, student counsellor, was awarded the Service Award. Kristinn Þór Júlíusson, Minister of Education, Science, and Culture and Dr. Ari Kristinn Jónsson, President of Reykjavík University, presented the awards.

The RU Lecture Marathon

March 30

The RU lecture Marathon aims to give a broad insight into the research activities at RU. In 2017, RU scientists gave 30 short lectures on topics ranging from foreign influence on the Icelandic Constitution from 1920 systems to Google's leadership training.

Girls in Tecnology

April 27

The event "Stelpur og tækni" took place for the fourth time at Reykjavík University. In 2017 girls from all of Iceland could for the first time participate in the event. Four hundred 9th grade girls from elementary schools were invited to attend workshops at RU in Reykjavík and at Akureyri, Egilsstaðir and Ísafjörður, to get an insight into the activities and opportunities available to girls after graduating with degrees in technology subjects. The girls also got to meet female role models from leading Icelandic tech-companies. The event is a collaboration between Reykjavík University, The Icelandic Computer Society, Ský, and the Federation of Icelandic Industries and received grants from the Ministry of Education, Science and Culture and from the equal rights project fund within the Ministry of Welfare.

The Elementary School Innovation Competition

May 17th-20

The Innovation Competition is for elementary school students in the 5th, 6th and 7th grades. The Competition begins in autumn and ends in spring with a workshop where finalists have the opportunity to implement their ideas with assistance from instructors from RU and the University of Iceland.

Innovation and Entrepreneurship Awards

May 12

RU first year students attend a three-week workshop where they come up with ideas for a business and draw up a business plan. The students learn about innovation and entrepreneurship, the making of business plans, and interdisciplinary co-operation. The workshop provides students with knowledge that will be useful when they enter the economic sector as well as with skills that are likely to create jobs in the community. The group that won in 2017 developed Volcano Seafood, a beer-snack made out of dried fish.

Technology Day

May 12

Technology Day is held annually by the School of Science and Engineering. On this day the public is invited to observe and learn about the technological projects that came about through practical courses and the work that takes place within the School. The Association of Chartered Engineers in Iceland presents awards for the best projects.

RU Graduation

June 17

648 students graduated from RU at a graduation ceremony in Harpa conference and music hall in June. It was RU's largest graduation to date. Vignir Guðmundsson, founder of Radiant Games, spoke on behalf of RU alumni and Sigurlaug Guðrún Jóhannsdóttir, BSc in software engineering, spoke on behalf of graduates. Ásta S. Fjeldsted, Managing Director of the Icelandic Chamber of Commerce, delivered awards on behalf of the Chamber and Dr. Ari Kristinn Jónsson, President of RU, closed the event with an address to the graduates.

The 24th Innovation and Product Development Management Conference (IPDMC)

June 11-23

Almost 200 guests attended the IPDMC 2018 at Reykjavík University. IPDMC is the leading annual international conference in the domains of innovation management and new product development. Papers presented at the meeting come from multiple disciplines. Adjacent areas such as technology management, entrepreneurship, marketing of innovations, creativity, and design are significant parts of the programme.

Thirty-Second Annual ACM/IEEE Symposium on Logic in Computer Science (LICS)

June 20–23

The LICS Symposium is an annual international forum on theoretical and practical topics in computer science that relate to logic, broadly construed. A record number of more than 200 guests attended LICS 2017, which was hosted at Reykjavik University during 20–23 June 2017, with a number of affiliated workshops 18–19 June.

Dean's List Ceremony

February 23 and September 13

Twice per year, students at RU receive recognition for outstanding academic achievement. The students who achieve the best results each term are eligible for the Dean's List and are exempt from payment of school fees for the next term.

5th European STAMP/STPA Workshop and Conference 2017

September 13-15

About 70 guests attended a conference on Safety and Security in Complex Socio-Technical Systems – Accident, Incident and Hazard Analysis based on Systems Theory (CAST and STPA), held by Reykjavik University and Stiki, in collaboration with the MIT Partnership for a Systems Approach to Safety (PSAS) in September.

Disaster Days

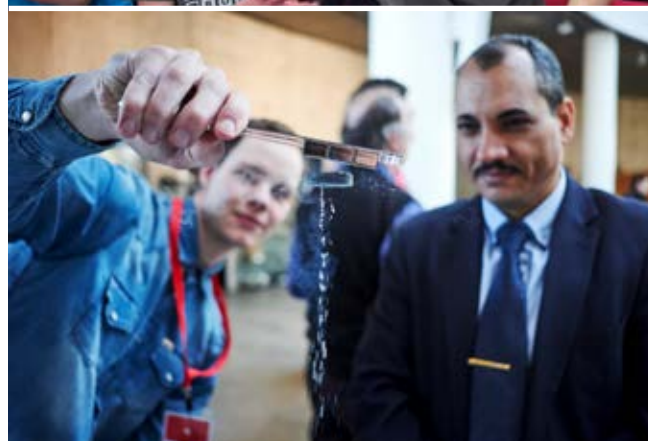
September 14-15

During disaster days, students from the School of Science and Engineering work together in interdisciplinary groups to find solutions to a specific problem by using engineering methods. At the end of the week the student groups present their solutions and compare them. The project this year was to deal with a volcanic eruption in the Snæfellsjökull glacier.

Boxið - the Secondary School Project Competition

November 11

Reykjavik University, The Federation of Icelandic Industries, and SÍF (the alliance of Icelandic secondary school students) host this Competition annually. The aim is to encourage interest in technology, technical education, and working in the industrial sector. The competition is comprised of challenges at several levels. The teams solve one challenge at each level. Companies from different branches of the industrial sector and RU academics work together to create the challenges at each level. Menntaskólinn við Hamrahlið team won Boxið in 2017.



Students

In October 2017, there were 3413 students enrolled at Reykjavik University, a slight decrease from the year before.

The agreement between Reykjavik University and the Ministry of Education, Science and Culture contains provisions on a certain number of full-time student equivalents that, according to the agreement, are subsidised by the Icelandic government with a certain amount per student equivalent.

The number of full-time equivalent students in 2017 was 2,866 compared to 2,984 in 2016. In recent years, tuition fees have changed to reflect the development of pricing levels, with the exception of Master's studies fees, which have increased a negligible amount and do not reflect the development of pricing levels.

The number of students in the autumn term 2017 by School and gender*

Students	Female	Male	Total
Preliminary studies	62	91	153
School of Law	170	112	282
School of Science and Engineering	396	738	1134
School of Computer Science	211	654	865
School of Business	560	419	979
Total	1399	2014	3413

*Number of students on October 15th 2017, the reference date of Statistics Iceland and OECD

Services for Students

Reykjavik University stresses the importance of services and resources, creating favourable conditions for study and research. The services are characterised by professionalism, a positive outlook, and practicality. The University's support departments and the offices of different Schools provide students with various services and it is the ambition of RU that this service is of high quality. Due to the importance placed on services for students at

Reykjavik University, feedback is sought from the students every year in order to gauge the service's effectiveness and needed additions or changes.

Student Associations

The RU Student Association (Stúdentafélag Háskólans í Reykjavík, SFHR) is the representative association of RU students. All students are members of SFHR and there are no membership fees. The Board of Directors of SFHR consists of three to four members who are in office for terms of one school year. Elections are held during the Spring term. The student association's activities are largely concerned with safeguarding the interests of the students and providing a counterbalance for the University with regard to the quality of teaching and the facilities available for students. The association has good relations with the University's administrators and its members regularly attend meetings with the President. The opinion of SFHR is often sought when various issues need to be resolved. The Chairman of SFHR attends the meetings of the RU Council. SFHR members are also automatically members of the student housing association, which rents out more than 500 student apartments. The Chairman of SFHR in 2017 was Sonja Björg Jóhannsdóttir.

The following student associations are active in the University's Schools, executing various tasks and organising many events over the course of the school year. Membership is optional for students:

- **Atlas** – The Association of Sport Science Students
- **Lögrétta** – The Association of Law Students
- **Markaðsráð** – The Association of Business Students
- **Mentes** – The Association of Psychology Students
- **Pragma** – The Association of Engineering Students
- **Technis** – The Association of Technology Students (Students pursuing preliminary studies also have access to Technis).
- **Tvíund** – The Association of Computer Science Students



Performance

Reykjavik University is a non-profit corporation, owned by the private non-profit institution of the Iceland Chamber of Commerce for business education (Sjálfseignarstofnun Viðskiptaráðs um viðskiptamenntun, SVÍV), the Federation of Icelandic Industries (Samtök iðnaðarins, SI), and Business Iceland (Samtök atvinnulífsins, SA). The University is run as a private non-profit institution, therefore its owners do not profit financially from the University's activities. All financial contributions and profits from the University's activities are spent on furthering the operations of RU.

A positive turnaround has occurred in the operations of the parent company of Reykjavik University in recent years. The primary aspects of that success have been higher revenue due to an increase in student numbers and, at the same time, considerable restraint in spending. The government has furthermore started increasing allocations to universities, and recently a significant milestone was reached in that the government now pays for all enrolled students. The contribution of the government per student is though still too low and amounts to only a little more than half of what is the case in the Nordic countries. This inevitably has a negative impact on the work of the universities and Iceland's competitive position for the future.

The higher revenue of Reykjavik University is used to reinforce the operations and especially teaching quality and the professional strength of the University. The earnings of 2017 were slightly higher than plans had assumed, and the main difference was that hiring grew at a slower pace than was anticipated. Looking to the future, the operations of the University itself will reach a balance, but the earnings of the enterprise group will be negative in the next years because of the cost of capital associated with the premises of the University.

The total revenue of Reykjavik University amounted to 5,613 million ISK in 2017 but 5,352 million ISK in 2016. The year's earnings were negative in the amount of 44 million ISK but were negative by 49 million ISK in the previous year. The book value of equity at year's end was 1,941 million ISK, but amounted to 1,985 million ISK in the previous year. The equity ratio at the end of 2017 was therefore 64%.

Income statement for the year ended December 31, 2017

Numbers in thousands of Icelandic krona (ISK)

	2017	2016
Operating income		
Treasury contribution	3.130.400	2.929.900
Tuition and other income	2.059.578	1.997.769
Grants	423.415	424.287
	5.613.393	5.351.956
Operating expenses		
Salaries and related expenses	3.395.757	3.180.202
Housing expenses	1.047.452	993.360
Other operating expenses	861.535	820.555
Depreciation	191.815	167.816
	5.496.560	5.161.933
Operating result	116.833	190.024
Financial income (expenses)		
Net financial income	18.522	10.581
Result before share of loss of subsidiaries	135.355	200.605
Share of loss of subsidiaries	(179.187)	(249.544)
Result for the year	(43.833)	(48.939)

