

*Reykjavik University*

# ANNUAL REPORT

2018





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# President's Letter

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 350 universities in the world, according to Times Higher Education, the 89th best university younger than 50 years old and 14th best among those with less than 5000 students. But creation of new knowledge is not only about publication; 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 and student research. The University has also supported a number of student start-ups without taking any equity share.

Over the last decade, 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 had no operational deficit since 2014. Over the last few years, the government has started to increase funding for universities, aiming to reach OECD and Nordic funding levels. With the combination of fiscal discipline and increased revenues, the University is now able to invest more in advancing its education, research and innovation.

In 2018 the University completed its 2014-2018 strategy and formulated a new strategy for 2020 and beyond. The new strategy focuses on education and knowledge in a rapidly changing world, with the objective of preparing students and society for the future. The strategy specifies key objectives in terms of how education will develop and in terms of how the University will contribute as a centre for research, innovation and knowledge-sharing. It also emphasizes the investments needed in faculty and staff, infrastructure and international collaboration to support those objectives. To further support its role and strategy, the University has established independent funds to support projects to strengthen research, teaching, infrastructure and innovation.

The year 2018 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**





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# 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. Programmes are 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.

# 2018 Highlights

## Students

A total of 812 students graduated from Reykjavik University in 2018, 219 in February and 593 in June. 554 students graduated from undergraduate studies, 255 from graduate studies and 3 doctoral students graduated. In addition to university graduates, 56 students graduated from preliminary studies.

Of those students who graduated from the University, 288 were from the School of Science and Engineering; thereof 89 with a Master's degree and 1 with a Doctoral degree. The School of Business graduated 274 students; thereof 122 with a Master's degree. The School of Law had 68 student graduates; thereof 31 with a Master's degree. The School of Computer Science graduated 182 students; 13 with a Master's degree and 2 with a Doctoral degree.

More than 3,200 applications were received for the autumn term of 2018. The greatest number of applications were received for studies within the School of Business. 1,100 applications were received for graduate studies, which is a significantly higher number than the year before. 1,800 applications were received for undergraduate studies, which is also a record number. 1,430 students, including 130 exchange students, enrolled for the first time at the University in the autumn of 2018 in addition to 125 students in preliminary studies. In October 2018, there were 3,368 students enrolled at Reykjavik University.

## Education

The organization of graduate studies at RU School of Business was changed in 2018. They now take 14 months to complete, instead of two years, and include a summer semester. The School of Business also launched two new graduate courses: Innovation Management and Tourism and Hospitality Management. The graduate courses in Business Administration (MBA) and Clinical Psychology remain two-year programmes.

In June, the first students graduated with a BSc degree in Computer Science through the Computer Science programme in Akureyri, N-Iceland, which is a joint project of the University of Akureyri and RU. The programme is organised as a flexible study programme at the University of Akureyri with curriculum from RU.

In 2018 two new lines of study were offered at Iceland School of Energy: An MSc in Electric Power Engineering and an MSc in Electric Power Management. A pathway for students to

complete a MSc degree in Engineering and a BSc degree in Computer Science in five years was also approved.

From June 2018 onwards, graduate students at Reykjavik University can complete online courses in Statistics and Data Science, and a programme in Supply Chain Management, from MITx and earn credits, which contribute to their graduate studies at RU. The programmes are taught by MIT experts and are comparable with courses taught at MIT.

In 2018 the name of RU's Preliminary studies in Icelandic was changed from "Frumgreinanám" to "Háskólagrunnur". The new name is considered more descriptive of the course content and objective.

Reykjavik University and the University of Iceland entered into a cooperation agreement regarding a graduate programme in Language Technology. Students enrolled in graduate studies in Language Technology at RU's School of Computer Science can complete up to 50 ECTS credits at the University of Iceland, without paying registration fees. Likewise, students enrolled in Language Technology at the Faculty of Icelandic and Comparative Cultural Studies at the University of Iceland can complete up to 50 ECTS credits at Reykjavik University without paying tuition fees.

## Research

Reykjavik University awarded more than 42 million ISK to eight different PhD research projects from a new RU research fund in 2018 which aims to support research on PhD level at the University. The funding is for a period of one year.

The Icelandic Research Fund allocated 271,275,000 ISK in total to RU affiliated scientists in 2018. RU scientists received 6 new grants from the fund in 2018. Dr. Heiðdís B. Valdimarsdóttir, professor at the Psychology Department, School of Business, received a Grant of Excellence for research on bright light therapy to treat cancer-related fatigue among breast cancer patients undergoing chemotherapy.

## Rankings

On the 2019 Times Higher Education (THE) list of the best universities in the world, announced in 2018, RU is ranked in 301st-350th place among the best universities in the world. RU has moved significantly up the ranks from 401st-500th place ranking the year before, when RU first appeared on the list. The overall list is based on teaching, research, citations,



international output and industry income. In terms of scientific citations, RU was ranked third in the world, along with Stanford University, MIT and Brandeis University. The citations indicator is an estimate of how often other scientists cite the publications of Reykjavik University scientists in peer-reviewed outlets. On the 2018 THE list, RU was ranked the 14th best small university in the world with less than 5,000 students, and 89th best young university in the world, younger than 50 years old.

## Cooperation with Industry and Society

Reykjavik University and Isavia renewed their agreement in 2018, focusing on research and development in air navigation services and airport services.

Reykjavik University and Marel signed a cooperative agreement in 2018, focusing on promoting research and development in the fields of production of processing systems, software and solutions for the food industry.

Reykjavik University and Íslandsbanki signed a cooperative agreement focusing on research and development of new software, services and diverse solutions for the banking system of the future. The aim of the agreement is to take advantage of the opportunities associated with the ongoing technological development, making Iceland a forerunner in the field of FinTech.

Reykjavik University became a member of UIIN (University Industry Innovation Network) a dynamic network committed to driving innovation and entrepreneurship through university-industry interaction. UIIN is dedicated to sharing knowledge and hosts the largest conferences in the field, educates through workshops and generates new knowledge in various European research projects.

2018 saw the foundation of the national Technology- and Knowledge Transfer Office (TTO Iceland) for all universities and foremost public research organisations in Iceland. The mission of TTO Iceland is to support the scientific community in Iceland with advice on intellectual property protection, analysis of market- and patent landscapes, connect inventions and innovative research projects with investors and the industry, and enable science & technology to have more impact on society by commercialisation, both nationally and internationally.

## Equality

The Reykjavik University equality programme for 2018-2020 was approved in September 2018 by RU's Executive Committee and introduced during the equality week in October. The new and improved equality programme stipulates that all employees and students shall be respected and valued on their own terms, and that talent and human resources are to be used as effectively as possible. The programme states that any stereotyping concerning the roles of men and women

should be counteracted. Furthermore, the programme is meant to contribute to optimal gender balance in comparable positions, committees, and councils, as well as to contribute to as much gender diversity as possible among students in individual study programmes - without dispensing focus on entry qualifications.

## Housing

In September 2018, Eygló M. Björnsdóttir, chairman of the Reykjavik University Student Association, Dr. Ari Kristinn Jónsson, President of RU, Dagur B. Eggertsson, Mayor of Reykjavik, and Lilja D. Alfreðsdóttir, Minister of Education, Science and Culture formally broke ground for new student apartments on the University campus, construction commenced in the days following. The apartments will be located to the west of Öskjuhlíð hill. 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. The first apartments will be ready for students in the beginning of autumn semester 2020.

## Awards

Every year, RU rewards three members of staff for outstanding achievements in their fields. The awards are given out in three categories: the RU Teaching Awards, the RU Service Awards and the RU Research Awards. In 2018 Dr. Heiðdís B. Valdimarsdóttir, Professor at the Psychology Department, School of Business, received the Research Award, Dr. Axel Hall, Assistant professor at the School of Business received the Teaching Award and Ragna Björk Kristjánsdóttir, Information Specialist at the RU Library the Service Award.

Ský (The Icelandic Computer Society) awarded the School of Computer Science at Reykjavik University and the Department of Computer Science at the University of Iceland, jointly, the Icelandic IT-awards at UTmessan in February, for their considerable and important role in educating computer scientists in Iceland.

## Services

In 2018, Reykjavik University became the first university in Iceland to offer its students psychology therapy free of charge. The service includes interviews and six weeks of group therapy to treat symptoms of depression and anxiety. The service is delivered by staff of the RU Psychology Department and is organized in collaboration with the RU Student Counselling and Career Centre.

# 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. Number of publications in peer-reviewed outlets has quadrupled and the total allocation to the University from the Icelandic Research Fund of the Science and Technology Policy Council (IRF) has increased fivefold since 2007.

In 2018 RU scientists had 555 publications in peer-reviewed outlets. 46% were in peer-reviewed scholarly journals, 46% at peer-reviewed conferences/in conference proceedings and 7% were peer-reviewed books and book chapters. The proportion of articles published in ISI journals has increased markedly. In 2018, 86% of articles in peer-reviewed journals were published in ISI journals and 96% of all RU affiliated publications in peer-reviewed outlets were published in English.

External financing of research at RU has been strengthened significantly with increasing efforts to obtain research support from domestic and foreign sources. Allocation to RU affiliated scientists from IRF has increased fivefold in the period 2007-2018, i.e. from 51 million ISK in 2007 to around 271 million ISK in 2018.

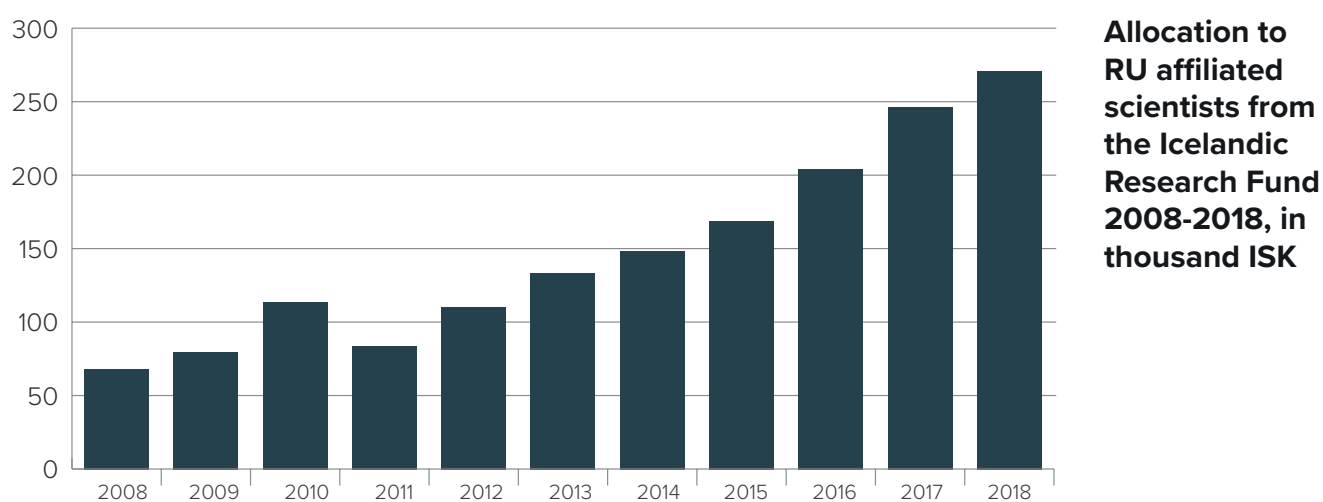
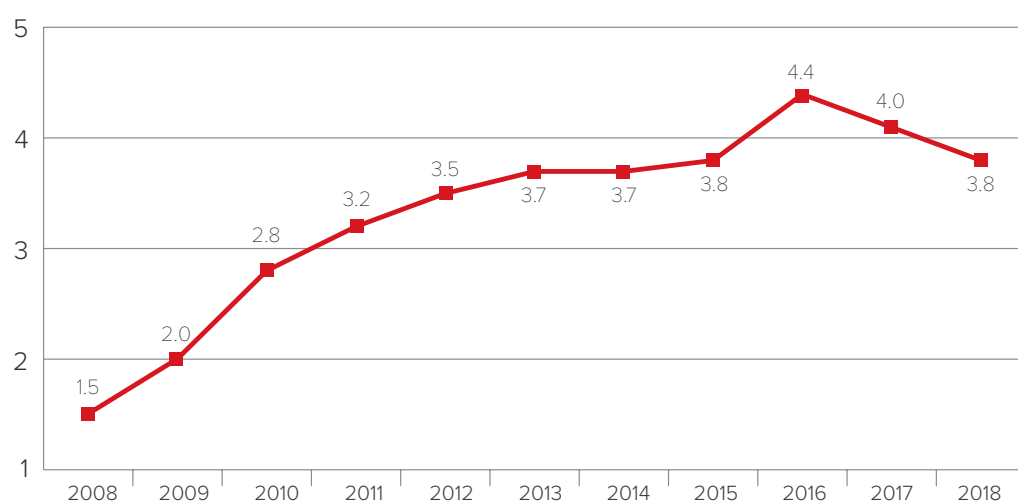
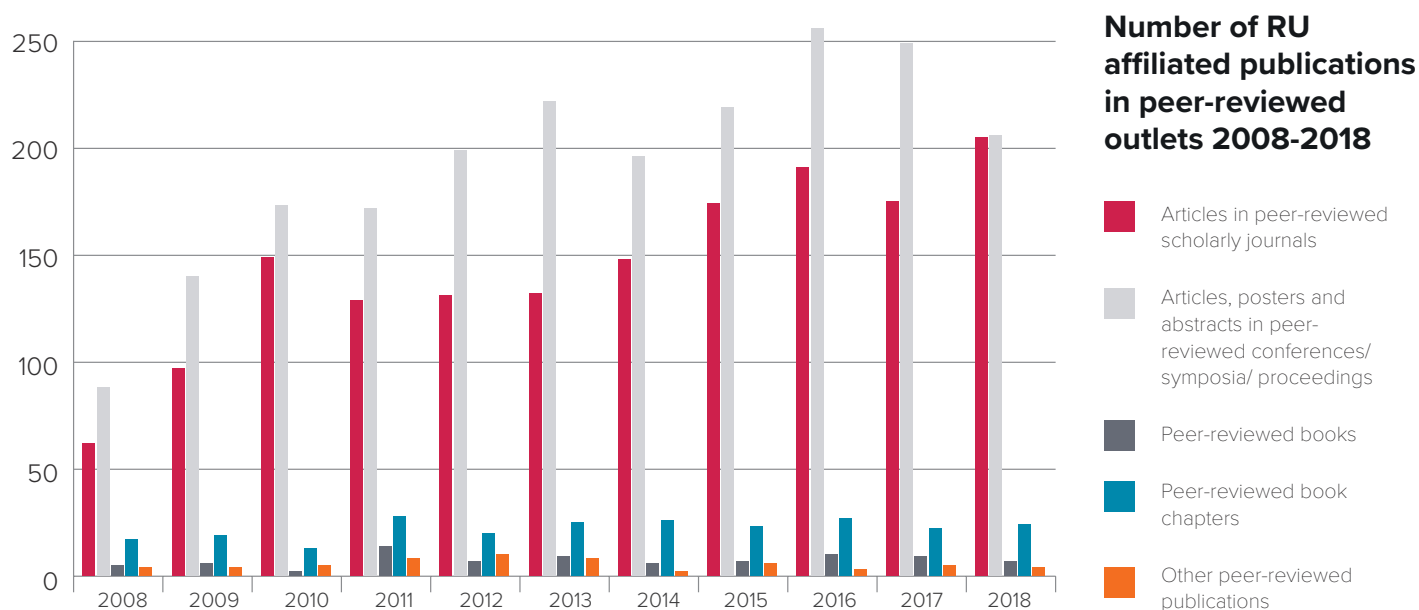
Research activity of each individual academic employee, with research duties at RU, is evaluated annually by a Panel of international experts. The main objective of the evaluation is to examine the quality of the research and research activity. The RU Research Council is responsible for, and in charge of the assessment and the process is operationally coordinated by RU Research Services.

Detailed information on research efforts, grants and publications at RU can be found in the report Academic Strength of Reykjavik University 2007-2018, available on the RU website.

## Academic employees evaluated in the Annual Research Assessment 2018

	Number of Professors / Deans	Number of Associate Professors	Number of Assistant Professors	Number of other academic employees*	Total
School of Business	10	7	13	2	32
School of Computer Science	6	4	7	6	23
School of Law	2	6	2	2	12
School of Science & Engineering	15	9	12	13	49
<b>Total</b>	<b>33</b>	<b>26</b>	<b>34</b>	<b>23</b>	<b>116</b>

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





# Social Responsibility

## Equality

An equality programme was put in place at RU in 2013. The aim of the programme was to ensure equal conditions and opportunities for employees and students at RU, irrespective of gender, age, religion, nationality, race, disability, sexual orientation, or political views and prevent discrimination or harassment.

In early 2016, RU formalized the role of an equal rights representative to facilitate the action plan items in the equality program in cooperation with the director of Human Resources. In 2017, steps were taken to transfer the role of the equal rights representative to an equality committee with representatives from all four academic Schools and from support services. The role of the equality committee is to supervise a regular revision of the equality program, organize events and equality training and education and supply RU's representative in the joint forum for equality with the other Icelandic universities.

The first major task of the equality committee was to revise the equality programme formalized in 2013. The RU equality programme for 2018-2020 was approved by the RU Executive Committee in September 2018 and introduced during Equality Week in October 2018. The new and improved programme stipulates that all employees and students should be respected and valued on their own terms, and that talent and human resources are to be used as effectively as possible. The programme aims at counteracting stereotypes concerning the roles of men and women. Furthermore, the programme is meant to contribute to as good a gender balance as possible in comparable positions, committees, and councils, as well as to contribute to as much gender diversity as possible among students in individual study programs - without dispensing the focus on entry qualifications.

## #Metoo

2017 was the year of the #metoo movement that affected RU and society as a whole. It was important to make sure that RU's processes and procedures were up to date and useful to both students and employees. In January 2018, RU of-

fered courses for RU employees and managers about sexual harassment which around 80% of RU's permanent employees attended. RU also offered an open lecture about sexual harassment and response procedures for students.

## Equal pay

One of the main projects RU has worked diligently towards for the past few years is equal pay. The University has gathered and systematically registered all relevant background information for all RU permanent employees, for example, up to date educational information, job titles and job families or categories. The University has had two independent equal pay analyses conducted by PwC Iceland. The results for 2016 and 2017 showed that the University is moving in the right direction regarding equal pay.

Althingi, the Icelandic parliament, has passed legislation that requires organizations with 25 employees or more to obtain an equal pay certification. The requirement is that a certified equal pay system must be implemented, and its execution has to comply with the requirements of IST 85 standard on equal pay certification. RU has been working diligently towards this in 2018 and the first audit is planned in January 2019. The RU Human Resource Department has been leading this work, and the effort has already brought about positive changes and better processes within RU when it comes to salary settings and annual salary reviews. One part of the certification process is to formalize a salary strategy for RU and equal pay strategy. Both were formalized and approved in 2018.

## Environmental issues

In November 2015, RU signed a pledge for climate action with the City of Reykjavik and Festa – Icelandic Center for Corporate Social Responsibility. RU aims to formulate a clear climate policy, aimed at reducing greenhouse gas emissions and waste resulting from direct and indirect emissions. The agreement is based on measurements and estimates of greenhouse gas emissions and waste treatment by 2030. In order for this to be realized, the focus was put on transport, energy

consumption and waste. The initial focus was on gathering information for mapping the current state of emissions and waste disposal. Subsequently, RU organised and promoted environmentally friendly activities, minimised the use of plastic, renewed sorting procedures for recyclables and garbage, etc. In 2017 and 2018, an Environmental Week was held on the University premises to kick-off this initiative. The aim of the week was to prepare staff and students for eliminating plastic cups from all kitchens and canteens at RU and to promote environmentally friendly transportation for both students and staff by, for example, introducing car sharing as an alternative. For example Birta (RU student's association on social responsibility and sustainability), in collaboration with the Icelandic Container Company and the grassroots movement against food waste, Vakandi, presented the basic principles of sorting garbage and the importance of taking care of food waste. All plastic cups and other plastic containers have been removed from all employees' canteens, in all premises at RU.

In 2016, RU introduced a transportation policy and subsequently employee transport agreements which required employees to commit to using environmentally friendly transportation approximately three times per week. Participation among eligible employees was 30% in 2017 and 37% in 2018. Additionally, RU participates in and promotes the "bike to work" initiative and offers employees professional assistance from an expert to overhaul their bicycles each spring.

In September 2018, Reykjavik University launched Zipcar car share services for staff and students. This initiative is designed to simplify student and RU staff use of environmentally friendly modes of travel, such as biking, walking, or using the bus, by making a Zipcar available when a car is needed to run errands or attend meetings off campus. To further RU's commitment to environmental issues, RU has set up a company account with Zipcar, to which it pays a monthly fee for all RU employees that use Zipcar for work related matters. In addition, employees can set up personal Zipcar accounts for their non-work-related trips.





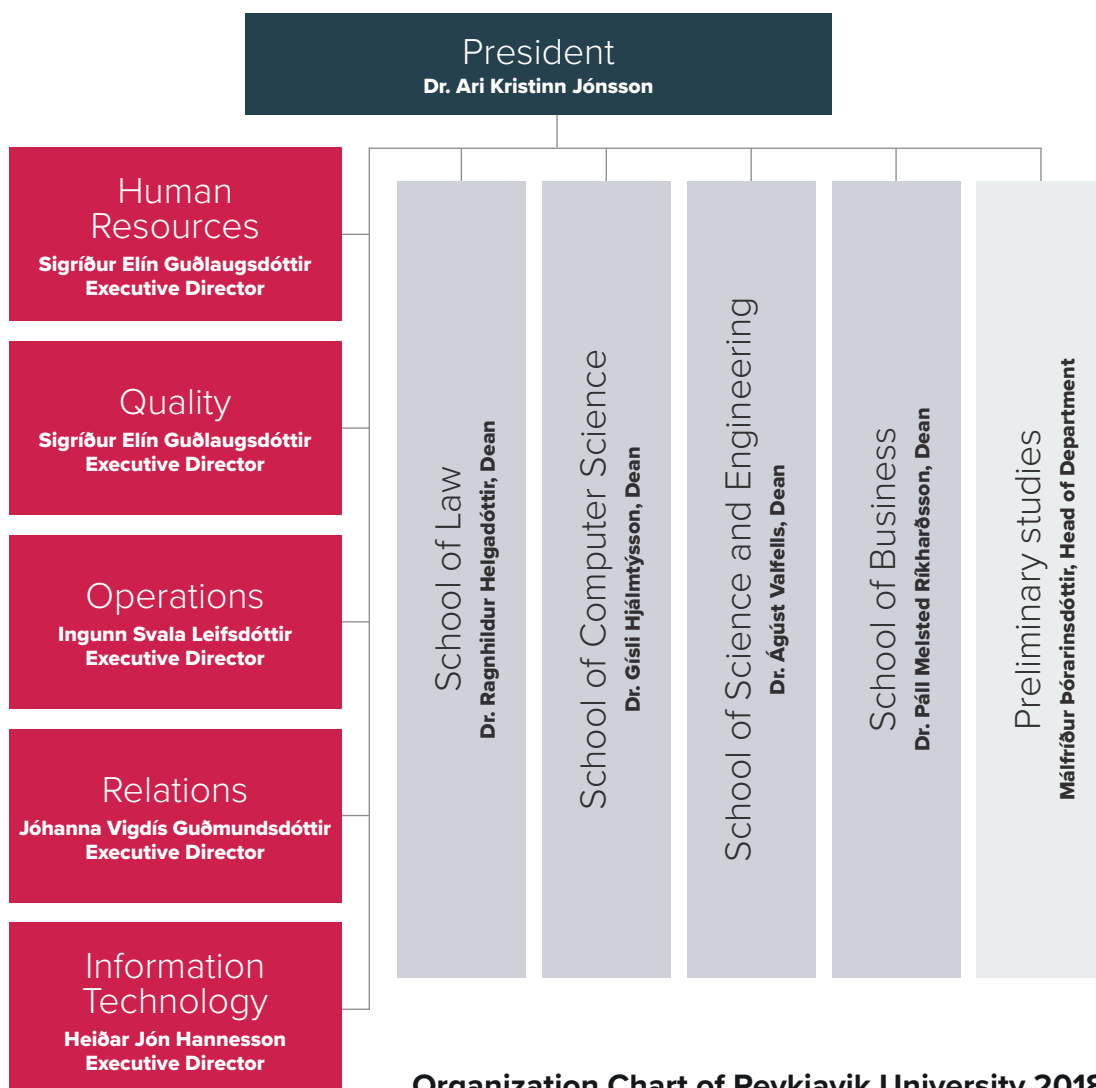
# Governance

The President of Reykjavik University represents the University, is in charge of its daily 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 consists of the President, who is also the committee 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 organization 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 2018



## 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 along with deans of RU Schools and the President of the student union.

### Members:

- **Hjörleifur Pálsson, Chairman**  
Business Administrator
- **Arndís Kristjánsdóttir**  
Lawyer, Representative of the Ministry of Education, Science and Culture
- **Ragnar Guðmundsson**  
CEO of Nordurál
- **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**  
Business Administrator
- **Ásta Sigríður Fjeldsted**  
Managing Director of Iceland Chamber of Commerce
- **Frosti Ólafsson**  
CEO of ORF Genetics
- **Guðrún Hafsteinsdóttir**  
Chairman of SI – the Federation of Icelandic Industries
- **Halldór Benjamín Þorbergsson**  
Managing Director of 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 2018, 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 twelfth time such an assessment took place.

The Council held 13 meetings in 2018 and the main issues addressed by the Council, beside the annual research assessment, were the following:

- Ph.D. students at RU – Survey of RU doctoral students association (RUPA)
- The research infrastructure at RU – Survey of the Ministry of Education, Science and Cultures
- Clustering of research at RU – Survey within RU schools
- The research environment at RU
- Review of rules for establishing research centres at RU
- Rules and management of a new RU Research Fund

### Members 2018:

- **Hannes Högni Vilhjálmsson, Chairman**  
Associate Professor, School of Computer Science
- **Kristinn R. Þórisson**  
Professor, School of Computer Science
- **Halldór G. Svavarsson**  
Associate Professor, School of Science and Engineering
- **Þróstur Olaf Sigurjónsson (part time)**  
Associate Professor, School of Business
- **Jack James (part time)**  
Professor, School of Business
- **Bjarni Már Magnússon**  
Associate Professor, School of Law
- **Catherine Elisabet Batt**  
Student representative

The Secretary of the Research Council is Kristján Kristjánsson, Director of RU Research Services.

## 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.

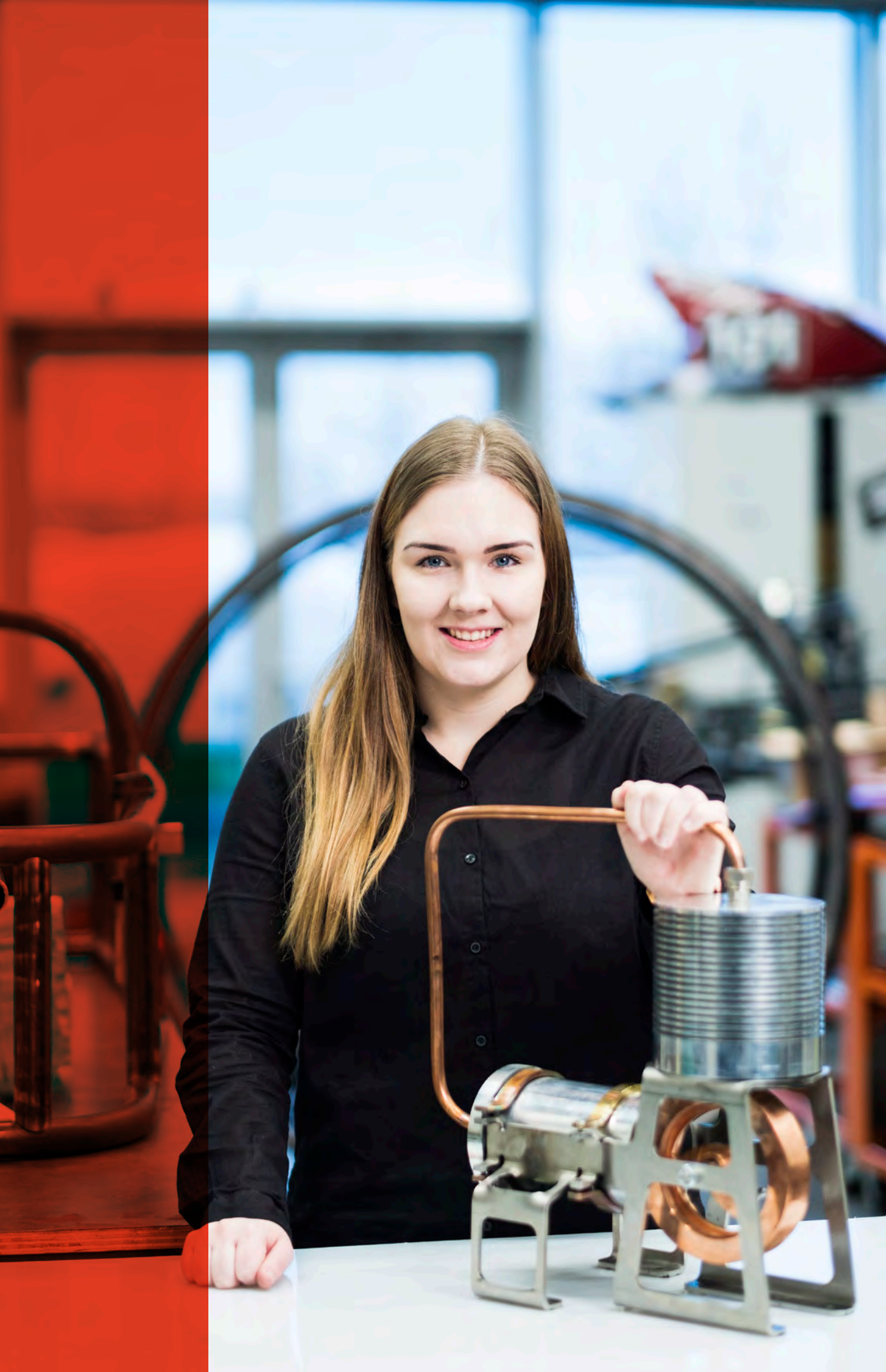
The Curriculum Council arranges open meetings, where employees of the University discuss specific issues relating to studies and teaching. Issues that have been addressed in this forum include interdisciplinary studies and methods to assess the quality of teaching.

### Members 2018:

- **Hafrún Kristjánsdóttir, Chairman**  
Assistant Professor, School of Science and Engineering
- **Halldór Halldórsson**  
Associate Professor, School of Computer Science
- **Ingunn Gunnarsdóttir**  
Adjunct, School of Science and Engineering
- **Þóra Hallgrímsdóttir**  
Senior Scientist, School of Law
- **Daníel Viðarsson**  
Teacher, Department of Preliminary Studies
- **Axel Hall**  
Assistant Professor, School of Business
- **Salka Sigurðardóttir**  
Student Representative

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





# School of Science and Engineering

Dean: **Dr. Ágúst Valfells**

## Study programmes

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

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 2018 two new lines of study were offered in the Iceland School of Energy: An MSc in Electric Power Engineering and an MSc in Electric Power Management. A pathway for students to complete a MSc degree in engineering and a BSc degree in computer science in five years was also approved.

At year end 2018 the School had 65 employees: 12 professors, 12 associate professors, 20 assistant professors, 10 adjuncts, 10 office and lab staff, and the Dean.

## Research

2018 saw continued good research activity at the School. At year end there were 19 full time PhD students and 6 part time PhD students, 9 post-doctoral researchers and 8 research staff supported by a number of grants. One doctoral student graduated in 2018. The Icelandic Centre for Research supported 14 projects within the School with competitive grants amounting to 162,668,000 ISK in 2018. Other competitive sources of funding included the Air Force Office of Scientific Research and RU Research Fund. Other research related activities included an agreement with the Parliament of Iceland to develop and implement speech recognition technology for publishing of parliamentary proceedings; and the hosting of the IEEE MTT-S International Conference on Numerical Electromagnetic and Multiphysics Modeling and Optimization at Reykjavík University, chaired by Professor Slawomir Koziel.

### 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: **Dr. Páll M. Ríkhartðsson**

## 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 (MSc, MIM)
- Human Resource Management and Organisational Psychology (MSc, MHRM)
- Marketing (MSc, MM)
- Business administration (MSc, BA)
- Tourism and Hospitality Management (MSc, MTHM)
- Innovation Management (MSc, MIN)
- 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. Three 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 organization of graduate stud-

ies at the School was changed in 2018 and they now take 14 months to complete instead of two years before, and include a summer semester. The School also launched two new graduate courses: Innovation Management and Tourism and Hospitality Management. The graduate courses in Business Administration (MBA) and Clinical Psychology remain two-year programmes.

At the end of 2018, the School of Business had 53 employees, in 42 full-time positions and 11 part-time. Of these, 46 employees were engaged in teaching and research while 7 worked in the administrative office.

## Research

In 2018, academic employees of the School of Business published a total of 83 scientific articles in peer-reviewed journals; of these, 68 appeared in ISI registered journals. Development of research output in the past years has been very positive and is projected to continue to rise.

Dr. Heiðdís B. Valdimarsdóttir, Professor at the Psychology Department, received a Grant of Excellence for research on bright light therapy to treat cancer-related fatigue among breast cancer patients undergoing chemotherapy.

## 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: **Dr. Gísli Hjálmtýsson**

## Study programmes

- Computer Science (Diploma, BSc, MSc, PhD)
- Research-based Computer Science (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), received an international accreditation through the European Quality Assurance Network for Informatics Education (EQANIE). This made them the first and only internationally accredited study programmes of their kind in Iceland. In 2018, the Software Engineering programme has been restructured in preparation for the accreditation process.

The year 2018 saw the award of BSc degrees to the first batch of students enrolled in the Computer Science programme in Akureyri in N-Iceland, in collaboration the University of Akureyri. The School has had growing success with sending students for paid internships at Fraunhofer Institution.

The School organized a number of high-profile domestic outreach events in 2018, including the Programming Competition for secondary schools, the Reykjavik Artificial Intelligence festival, 14th ICE-TCS Theory Day and the ICE-TCS lecture seminar series.

A new Center of Financial Technology (FinTech) was established within the School. The objective of the centre is to experiment with and develop technologies, data resources and services that promote innovation in financial service offerings and encourage the development of start-ups.

In 2018 the School received the ninth Information Technology awards granted by SKÝ jointly with the Department of Computer Science at the University of Iceland.

The core faculty and staff of the School of Computer Science at Reykjavik University consisted of eight professors, five associate professors, eight assistant professors, three adjuncts and six administrative employees.

## Research

The School graduated two PhD students and thirteen MSc students. Faculty members published 12 articles in peer-reviewed scholarly journals, 11 of which appeared in ISI journals. A total of 30 articles were presented at conferences and one book chapter was published, as well as two other peer-reviewed publications. Nine journals received rank A and one paper was presented at an A++ ranked conference.

### 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)
- Center of Financial Technology (FinTech)





# School of Law

Dean: **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 law, and the possibility of studying individual fields in considerable depth. In order to be able to practice law or become a judge, five years of studies are necessary and four of those must be in law but one can be in another subject – such as business. The overwhelming majority of BA graduates at Reykjavik University go on to get their Master's degree. 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 2018, one new Post Doctoral Fellow joined the School of Law and one employee went on leave of absence. Altogether, there were 14 employees working at the School of Law. In addition to the Dean, at any given time, 12 worked full-time at teaching and research and two worked in the administration office.

## Research

In 2018 the academic faculty published 17 peer-reviewed journal articles and book chapters and two books. Researchers at the School of Law remained influential within the field of law and are often engaged in public discussion and policy making. The School takes its responsibility in such matters seriously and most if not all researchers make their expertise available to media and the general public.





# Preliminary Studies

Head of the Department: **Málfríður Þórarinsdóttir**

Reykjavik University 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. In 2018 the name of the program in Icelandic was changed from “Frumgreinanám” to “Háskólagrunnur HR”. 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.

There were 11 permanent faculty members (9.3 full-time equivalents) in Preliminary Studies. Of those, six 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.

## Cooperation with Industry and Society

Reykjavik University works closely with leading companies and international collaborators to provide students with cutting-edge practical experience. Master's students at RU can conduct research projects in collaboration with leading companies in the Icelandic industry. Icelandair Group, Isavia, Eimskip, Marel and Fisheries Iceland, allocated ISK 25 million for MSc and PhD research projects at the University for the school year 2018-2019.

Reykjavik University remains in close co-operation with MIT (Massachusetts Institute of Technology). RU and the Ministry of Industries and Innovation take part in the international REAP project with MIT with the objective to create new jobs and further economic growth in Iceland through innovation. The approach builds on MIT's research on what factors are most important for innovation to thrive. Furthermore RU and leading Icelandic companies take active part in the MIT ILP (MIT Industrial Liaison Partners). The program is dedicated to creating and strengthening mutually beneficial relationship between MIT and corporations worldwide. The third pillar in the MIT co-operation is the MITx Micro Masters. Master students at Reykjavik University can take a Master's degree courses in distance learning at MITx and have them evaluated for credits at RU. All courses are taught by MIT specialists and are comparable to locally taught courses at the MIT University of Technology in Boston.

Among the larger events orchestrated by Relations in cooperation with industry in 2018 were: Girls in Technology (Stelpur og tækni) in cooperation with the Federation of Icelandic Industries (SI) and the Icelandic Digital Society (SKÝ) with

support from LS Retail, the Fisheries Challenge Hnakkathon, in collaboration with Fisheries Iceland and the US Embassy in Reykjavik, with support from Icelandair Group, The Stanford Women in Data Science (WiDS) and the Career Days (Framadagar), which are held in cooperation with AIESEC and the Aluminum Innovation Day in collaboration with the Icelandic Aluminum cluster.

## Executive Education and Continuous Learning – Open University

The Open University is a non-academic department of Reykjavik University that annually provides around 250 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 3,000 people attended Executive Education and Continuous Learning at RU in 2018.

Skema is a project run under the Open University at RU dedicated to giving all children the opportunity to learn essential skills in programming and information technology regardless of class, gender or other factors. Skema runs courses for children between 4 and 16 years old and develops curriculum and methodology on how to work with children in the context of ICT. Skema also disseminates its curriculum and methodology to teachers in order to facilitate its implementation in schools across the country and teaches free courses through partnerships with libraries and schools.

In 2018 around 2,500 students from all over the country attended Skema's programmes, at almost 200 courses and events.

There are ten staff members at the Executive Education and Continuous Education and Skema and the Director is Ásdís Erla Jónsdóttir.

## 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. The international Office organises an International day each semester for exchange and local students and International Staff week every year where RU welcomes 20-30 participants from universities worldwide.

During the year 2018, 70 RU students went on exchange/internship programmes to study at partner universities, while 197 international exchange students came to study at RU.

Staff members of the International Office attended staff weeks at Aarhus University in Denmark and visited partners in Switzerland, Spain and Serbia. Additionally, employees attended one international education conference in 2018, EAIE in Switzerland, a conference in Croatia on Increasing the Quality of Erasmus+ Traineeships and participated in Nordplus network meetings and steering group activities throughout the year.

The International Office began preparations for the digitalisation of administrative practice of Erasmus+. The project is co-funded by the European Commission and aims at uniting all universities holding the Erasmus charter within a public infrastructure that facilitates a digital administrative workflow.

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, graduations, videos, media relations and market research. Marketing and Communications also runs diverse presentational and educational activities for elementary and secondary school students in cooperation with all Schools of the University and Icelandic industry. These include events such as the University Day, the Programming competition for secondary schools, and Career Days. The University hosts more than 300 public events every year.

There are seven staff members at the Department of Marketing and Communications and the Director is Eiríkur Sigurðsson.

### Number of users and pageviews of the RU web 2017 and 2018

Web	2017 users/ pageviews	2018 users/ pageviews	Change users/ pageviews
ru.is	253,228 / 3,176,831	262,952 / 3,385,082	4% / 7%
en.ru.is	158,595 / 904,012	195,209 / 1,171,476	23% / 30%

### Number of news on RU 2017 and 2018 (media report, Creditinfo 2019)

Media type	News 2017	News 2018	Change
TV and radio	75	114	52%
Various webpages	84	170	102%
Print media	524	566	8%
Online media	736	1,004	36%
Total	1419	1854	31%

# Support services

# Human Resources and Quality

Executive Director of Human Resources and Quality is Sigríður Elín Guðlaugsdóttir

Reykjavik 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.

At the end of 2018, there were 247 permanent employees working at the University (232 full-time equivalents). Just over 60% of the University's employees have a teaching and, or research obligation. RU has 91 faculty members in the posts of assistant professors (39), associate professors (25) and professors (27).

## Service Department and Student Registry

The Service Department provides services to students and staff at RU, which includes phone service, 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.

## Research Services

The main objectives of RU Research Services are to assist with the financing of research, monitor opportunities for grants 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. Director of Research Services is Kristján Kristjánsson

## Teaching Affairs

In the year of 2018, the implementation of Canvas Learning Management System was completed. The system is now successfully up and running in all courses in all Schools and

Departments. The system has to some extent changed the way education is approached at RU, and interaction between students and teachers is smoother with the help of the app for handheld devices.

Implementation of Digi-Exam, a new platform for digitalised assessment, started in 2018, after being introduced to RU faculty in 2017. The system is now used in all Departments, mostly in non-math and non-programming courses. During 2018, Explorance Blue, a software for student surveys, was implemented in close cooperation with the IT-department. Expectations were that it would lead to a better use of data from student's surveys, making it easier to assess students' evaluations of courses. Due to faults in the implementation process, the immediate results were not as positive as hoped for. Further development work and education of users is expected to set the course right for 2019.

Four employees work at Teaching Affairs and Registry, in addition to 40 exam invigilators during exams. The Director of Teaching Affairs is 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](http://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 web-sites. 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.

## **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 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 recognize 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.

In 2018 Psychology Services were for the first time provided for students, free of charge. The service includes interviews and six weeks of group therapy to treat symptoms of depression and anxiety. Student counselling and Career Centre also organizes free guided meditation and relaxation sessions.

In January each year the Student Counselling and Career Centre organizes 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.

The Counsellors at Student Counselling and Career Centre hold licenses to use the interest test Bendill III, IV, and the strength tests VIA. These tests are used to help students in Decision-Making Skills and career construction, focusing on helping people design their life. In 2018 the Counsellors conducted 1,670 personal interviews.

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



## 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.

Four employees work in the Facilities Department and its Director is Einar Gunnar Hermannsson.

### Finance

RU's Finance Department is in charge of 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.

Five employees work in the Finance Department and its Director 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 summer 2020.

### 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.



# 2018 Events

Reykjavik University hosted over 300 public seminars, conferences, meetings, thesis defences, presentations, competitions, open houses and other public events in 2018. Below is a list of some of the more prominent events.

## **Orientation Days**

*January 5 and August 14*

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 18-20*

In partnership with Fisheries Iceland, RU organized an event called Hnakkathon for the fourth year in a row. Hnakkathon is a three-day event where RU students team up and compete to demonstrate their skills in developing and implementing ideas and solutions for businesses in the fishing industry.

The 2018 project, in cooperation with the fishing company Brim in Reykjavik, focused on increasing the value of frozen saithe (coalfish) exported to the US. The winning team convinced the judging panel that Brim should launch its own brand *Say Iceland*, and sell fully prepared products made from saithe in new markets on the East Coast. In the winning team were Tinna Brá Sigurðardóttir, Sóley Sævarsdóttir Meyer, Serge Nengali Kumakamba, and Yvonne Homoncik, students from the School of Business, the School of Law, and the School of Science and Engineering. The winning team earned a trip to Boston, courtesy of Icelandair Group and the American Embassy in Iceland, where they, among other activities, visited the Seafood Expo North America, the largest expo of its kind in North America.

## **International Day**

*January 25 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.

## **RU Mental Health Awareness Week**

*January 29 - February 2*

The Mental Health Awareness Week at RU is organised by RU's Student Counselling and RU's Psychology Department. From Monday through Friday, focus is put on mental health through open seminars and lectures at lunch time.

## **UTmessan**

*February 2-3*

UTmessan is one of the largest IT events in Iceland. The purpose of 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. The School of Computer Science at Reykjavik University and the Department of Computer Science at the University of Iceland, jointly received the Icelandic IT-awards at UTmessan in 2018, for their role in educating computer scientists in Iceland.

## **RU Graduation**

*February 10*

217 students graduated from RU at a graduation ceremony held in the Harpa conference and music hall in February. Katrín Júlíusdóttir, Managing Director of the Financial Services Association gave the Ceremonial Speech and Sonja Björg Jóhannsdóttir, BSc in Psychology, spoke on behalf of graduates. Ásta S. Fjeldsted, Managing Director of the Icelandic Chamber of Commerce, delivered awards for exceptional results in undergraduate studies, on behalf of the Chamber. Those were received by: Brynjar Gauti Guðjónsson, BSc in Business Administration, Sigríður María Egilsdóttir, BA in Law, Agnes Jóhannesdóttir, BSc in Software Engineering and Magnús Hagalín Ásgeirsson, BSc in Applied Construction Engineering. Dr. Ari Kristinn Jónsson, President of RU, closed the event with an address to the graduates.



## 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. Approximately 1,250 graduating students came for a visit, from 14 schools in the spring term 2018 and 8 in the autumn term.

## 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 more than 80 companies and institutions participated in this event.

## Dean's-list Ceremony

*February 20 and September 20*

Twice every school-year the Dean's lists for each School is presented at an event in the Sun. Students who achieve the best results in each examination period enter the RU Dean's List and have their tuition fees for the next semester waived.

## Open University Day

*March 3*

All universities in Iceland work together on the annual Open University Day to present their educational programmes and services to prospective undergraduate students. Thousands of students from secondary schools attend, making this the single most important event for reaching potential RU students. After the event, all the universities go a joint road-show to secondary schools located throughout the country.



## **The Stanford Women in Data Science (WiDS)**

*March 5*

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 with the only rule of WiDS; to have only female speakers from the computer industry speaking. Speakers came from RU, /sys/tur, the association of women studying computer science at RU, 1xINTERNET, CCP, Arion bank, Icelandic Startups, Icelandair, Activity Stream, Marel and Wow air.

## **Brain Awareness Week**

*March 12-15*

The Brain Awareness Week is held by the Department of Psychology in collaboration with Sports Science and Biomedical Engineering. The goal of the 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 adventure of my life**

*March 14*

The first and only Icelandic astronaut, Bjarni V. Tryggvason, gave an open talk on his adventures for RU students, staff and the public.

## **Management Competition**

*March 14*

The Reykjavik University Secondary School Management Competition, was held by the School of Business for the second time in 2018. Teams competed in running a chocolate factory in an Edumundo simulator. The winning team came from Verzlunarskóli Íslands.

## **The Programming Competition**

*March 16-17*

The Reykjavik University Secondary School Programming Competition has taken place for many years. The Competition is open to secondary school students who are interested in programming, irrespective of whether they have an education or experience in the field or not. Prizes are given to the best team in each league. The winning team in the Beta Division for experienced programmers came from Menntaskólinn við Hamrahlíð and Menntaskólinn í Reykjavík in 2018. A team from Tækniskólinn won the Delta Division, for less experienced programmers.

## **The RU Awards**

*April 4*

Every year, students and faculty of Reykjavik University select individuals who have excelled in the field of teaching, in research, and in service. In 2018 Dr. Heiðdís B. Valdimarsdóttir, professor at the Psychology Department, School of Business, received the Research Award, Dr. Axel Hall, Assistant professor at the School of Business received the Teaching Award and Ragna Björk Kristjánsdóttir, Information Specialist at the RU Library the Service Award. Ari Kristinn Jónsson, President of Reykjavik 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 2018, RU scientists gave 30 short lectures on topics ranging from life expectancy in modern societies to radiation field of core-shell nanoantennas.

## **International Visiting Week**

*April 11-13*

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. 25 people attended.

## **Criminal Psychology: Understanding Serial Killers and their Victims**

*April 14*

The MPM study programme on Project Management invited Dr. Ann Burgess, who is the model for Dr. Carr in the popular Netflix series Mindhunter, to give two open talks at RU on her work at the FBI.

## **Biomedical Engineering Day**

*April 26*

Home of thoughts and dreams: progress in neurological and brain research, was the topic of the annual Biomedical Engineering Day in 2018.



## Girls in Technology

May 3

The Girls in Technology (Stelpur og tækni) day 2018 was held in cooperation with the Federation of Icelandic Industries (SI) and The Icelandic Digital Society (SKÝ). The event was funded by LS Retail, which is a world-leading provider of unified software solutions for retail, hospitality and forecourt companies. Around 750 girls from 9th grade in elementary schools participated in the Girls in Technology day in Reykjavik. They attended workshops at RU 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. The Girls in Technology event was also held in Akureyri in cooperation with the University of Akureyri. A total of 1000 girls took part in the Girls in ICT events in Iceland in 2018.

## The Elementary School Innovation Competition

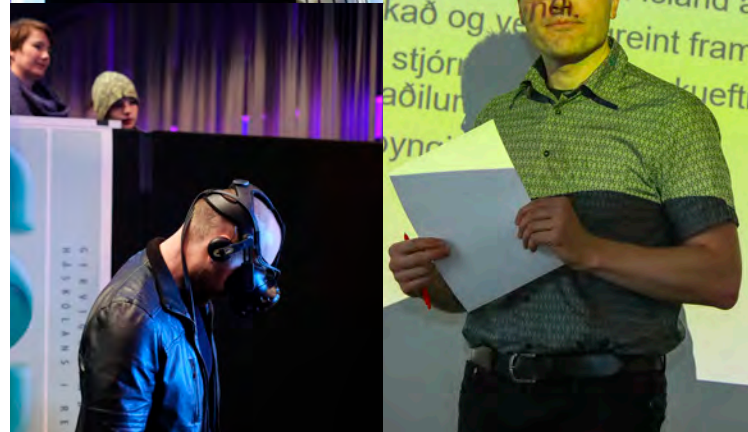
May 24-25

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. More than 1200 ideas were sent in from 38 schools. The winning team in 2018 came from Rimaskóli.

## Innovation and Entrepreneurship Awards

May 11

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 GoARGuide was selected the best idea in 2018 and the group behind it got to compete in the Venture Cup in Copenhagen on behalf of Reykjavik University.





## Technology Day

*May 11*

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.

## The Moon and Mars - Human and Robotic Exploration of the Solar System

*May 23*

NASA scientists Dr. Jennifer Heldmann and Dr. Darlene Lim presented plans for research in Iceland in preparations for Mars voyages, as part of the FINESSE project (Field Investigations to Enable Solar System Science and Exploration).

## Graduation of Computer Scientists in Akureyri

*June 13*

The first students graduated with a BSc degree in the Computer Science through the Computer Science programme in Akureyri, N-Iceland, which is a joint project of the University of Akureyri and RU.

## RU Graduation

*June 16*

591 students graduated from RU at a graduation ceremony in Harpa conference and music hall in June. Þórdís Kolbrún Reykfjörð Gylfadóttir, Minister of Tourism, Industry and Innovation, spoke on behalf of RU alumni and Hjalti Rúnar Oddsson, MSc in sport and health education, spoke on behalf

of graduates. Védís Hervör Árnadóttir, Director of Communications and Multimedia at Iceland Chamber of Commerce, delivered awards on behalf of the Chamber for exceptional results in undergraduate studies. The awards went to: Hjalti Jón Guðmundsson BA in law, Sigurður Davíð Stefánsson BSc in Engineering Management, Andrea Björnsdóttir BSc in Business Administration and Hanna Ragnarsdóttir BSc in Computer Science. Dr. Ari Kristinn Jónsson, President of RU, closed the event with an address to the graduates.

## Preliminary Studies Graduation

*June 26*

56 students graduated from Preliminary Studies in 2018, in addition to 22 students who finished courses in Chemistry, Mathematics or Physics to qualify for particular higher education programmes. Jón Ingi Hlynsson received a prize from SI - the Federation of Icelandic Industries, for exceptional results.

## NEMO 2018

*August 8-10*

The IEEE MTT-S International Conference on Numerical Electromagnetic and Multiphysics Modelling and Optimization was held at Reykjavik University in 2018. The conference featured a technical programme, an industrial exhibition, and keynote speeches by internationally recognized experts in electromagnetic and multiphysics modelling and optimization. Around 80 guests attended the conference.



## 11th annual meeting - Transnational Working Group for the Study of Gender and Sport

*August 15-17*

The programme of the 11th annual meeting focused on sexism, discrimination, sexual harassment and violence studies in the field of Physical Education and sport, LGBTQ+ as well as leadership and coaches' perspectives.

## Disaster Days

*September 13-14*

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 develop actions to fight climate change in accordance to Iceland's Climate Action Plan 2018-2030.

## Rannís Researchers' Night

*September 28*

After a few years' break, the Rannís Science Fair was held once more in Laugardalshöll arena. The event brings together the whole science and innovation community in Iceland in one large event, where the public at large can meet researchers and learn about their work through hands-on exhibitions, workshops and science cafés. European Researchers' Night is funded by the European Commission and organised in over 300 towns and cities all over Europe. Reykjavik University students and staff presented a number of science projects at the event.

## Equality Days

*October 1-5*

All Icelandic universities participate in Equality Days with a varied programme every year. Equality days combine various aspects of equality and feminism, focusing on diversity, privilege, silencing, the struggle for equality, power, and discrimination. The goal is to create open discussions and a better understanding of equality by increasing the visibility of this important issue with the help of the broad range of people operating in the field of equality.

## 12th International Conference on Axiomatic Design

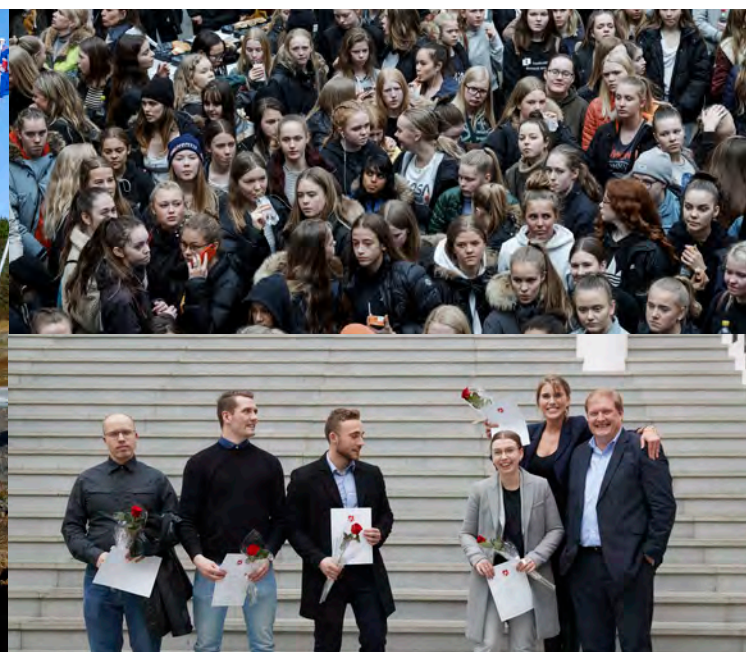
*October 9-12*

The School of Science and Engineering hosted the 12th International Conference on Axiomatic Design in 2018. Axiomatic Design is a design methodology developed by Dr. Nam P. Suh from MIT to design simple and robust systems in a clear way.

## RU Science Smoothie

*October 26*

Eight RU scientists introduced their research to students and staff at short lunch lectures during the RU Science Smoothie, developed on the foundations of the RU Lecture Marathon.



# Students

In October 2018, there were 3368 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 2018 was 2,869 compared to 2,866 in 2017. 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 2018 by School and gender\*

Students	Female	Male	Total
Preliminary studies	46	79	125
School of Law	201	120	321
School of Science and Engineering	405	731	1136
School of Computer Science	205	613	818
School of Business	600	368	968
<b>Total</b>	<b>1457</b>	<b>1911</b>	<b>3368</b>

\*Number of students on October 15th 2018, 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 2018 was Eygló María Björnsdóttir.

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. Despite the increased contributions of the government, the per student allocation of funding is still low and amounts to a little more than half of what other Nordic countries allocate per student. 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. Earnings for the year 2018, before subsidiaries, were slightly higher than predicted. The main reason is 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 due to the cost of capital associated with the premises of the University.

The total revenue of Reykjavik University amounted to 6,048 million ISK in 2018 but 5,613 million ISK in 2017. The year's earnings were negative in the amount of 186 million ISK but were negative by 44 million ISK in the previous year. The book value of equity at year's end was 1,756 million ISK, but amounted to 1,941 million ISK in the previous year. The equity ratio at the end of 2018 was therefore 59%.

# Income statement for the year ended December 31, 2018

Numbers in thousands of Icelandic krona (ISK)

	2018	2017
<b>Operating income</b>		
Treasury contribution .....	3,388,900	3,130,400
Tuition and other income .....	2,110,733	2,059,578
Grants .....	548,850	423,415
	<b>6,048,483</b>	<b>5,613,393</b>
<b>Operating expenses</b>		
Salaries and related expenses .....	3,616,188	3,395,757
Housing expenses .....	1,119,692	1,047,452
Other operating expenses .....	1,080,576	861,535
Depreciation .....	165,219	191,815
	<b>5,981,675</b>	<b>5,496,560</b>
<b>Operating result</b>	66,808	116,833
<b>Financial income (expenses)</b>		
Net financial income .....	38,362	18,522
<b>Result before share of loss of subsidiaries</b>	105,170	135,355
Share of loss of subsidiaries .....	(290,924)	(179,187)
<b>Result for the year</b>	<b>(185,754)</b>	<b>(43,833)</b>



