



Bifröst University Mission Statement

Role

Bifröst University is a Business School educating people for impact and responsibility in business and society.

Our fundamental values are described in the Magna Charta of the European Universities. We safeguard freedom of research and expression. Open dialogue, tolerance and diversity are the foundation of the university's mission. Since we regard universities as one of the pillars of society, we assume co-responsibility for the ongoing development of a flourishing, democratic, sustainable society.

Vision

-be committed to academic independence and conduct research connected to society.

We conduct research in accordance with the Bifröst University Research Policy, while also focusing on social impact and benefits for society, including fostering business development and building important bridges between academia and the community.

-be in the forefront of delivering digital learning with a flexible approach.

We offer a unique assortment of programs: including digital learning combined with on-campus learning and teacher interaction sessions. This provides students with flexibility in structuring their studies and allows the university foster innovation, quality, and excellence in teaching.

-emphasise a personal teaching approach centred on a balance between theory and practice.

We offer personal academic support and teacher interaction through the structure of small classes solving real-life problems while working as a team.

Core values

Our values define who we are and who we aspire to be as a community. The ideological and ethical core values reflecting all activities within the University are:

Cooperation that aims to:



- Encourage interaction and participation in a socially thriving digital university environment while working in teams to solve real life projects.
- Foster societal relationships and strengthen research collaborations with institutions and companies.
- Building the “Bifröst We”, team spirit which gives us a shared sense of purpose and desire for achievement



Initiative that involves:

- Innovation in developing digital teaching methodologies, study options that respond to society’s needs, research, and entrepreneurship.
- Developing proactive work habits that support creative and critical thinking, skills that create effective problem-solvers.
- Student agency in designing their own transformative learning experience.



Responsibility apparent in:

- Safeguarding freedom of research and expression- providing education to support a democratic and sustainable society.
- Providing an equitable access to education regardless of place of residence while embracing student diversity.
- Student and staff commitment to pursue their studies and work with integrity and dedication.

The Bifröst University’s mission statement was determined during the process of developing the Strategic Intent 2030 in the spring of 2021. The process was inclusive and involved students, academic staff and administrative staff, external advisors and was finally approved by the Board of Governors, the Council of Representatives, and the University Council in May of 2021.