

the INSIDER

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Stockholm School of Economics in Riga

Problem?

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DEAR READERS,

WE'VE SPENT A WONDERFUL YEAR TOGETHER! WE KNOW THAT THE PRODUCT OF OUR SLEEPLESS NIGHTS WAS APPRECIATED IN ONE WAY OR ANOTHER. AND WE HOPE WE SUCCEEDED IN TRANSLATING THE SSE RIGA COMMUNITY SPIRIT ON PAPER IN THE BEST POSSIBLE WAY:)

WE WANT TO THANK EACH OF YOU FOR BEING A PART OF OUR TEAM: READING IT, INSPIRING IT, WRITING ARTICLES, BRINGING IDEAS, TAKING PHOTOS, EVALUATING US AND BEING ALWAYS NEAR. THANK YOU!!!

WE ALSO WANT TO WISH THE NEXT TEAM NOT TO LACK CREATIVITY AND TO TAKE CARE OF OUR BELOVED INSIDER.

WE WILL MISS BEING THE INSIDERS,

TATIANA, SANTA, KRISTINA AND DMITRIJS



MORTEN'S COLUMN IN A LONG RUN....

SORRY, BUT MY PASSPORT TELLS ME THAT I HAVE THAT AGE WHERE ONE TENDS TO RAISE ONE'S FINGER TOO OFTEN, COMPLAINING ABOUT HOW STUDENTS GET YOUNGER AND YOUNGER WITH EACH PASSING YEAR. BUT, PLEASE INDULGE ME FOR JUST A FEW LINES.

I KNOW THAT FOR MANY OF YOU IT IS OFTEN PROBLEMATIC WHERE TO ADD AN 'A' OR WHERE TO ADD A 'THE'. OR, JUST AS PROBLEMATIC, WHEN NOT TO ADD THEM. OR, WHEN TO USE 'A' AND NOT 'THE'? AS IN THE HEADLINE FOR THIS COLUMN. YEP, IN MICRO (AND CERTAINLY ALSO IN MACRO) WE DEAL A LOT WITH THE LONG RUN - AND THERE IS ONLY ONE SO IT IS ALWAYS 'IN THE LONG RUN', NEVER 'IN A LONG RUN' - ALTHOUGH IT IS CALLED 'IN A LONG RUN PERSPECTIVE' FOR INSTANCE, AND THEN I AGREE THAT PERHAPS IT REALLY ISN'T THAT EASY AFTER ALL?!? BUT, AS CHURCHILL SAID, TRY, TRY AND TRY AGAIN AND NEVER LEAVE THE BIBLE (AKA THE ECONOMIST) FAR AWAY FROM YOU - BESIDES A LOT OF GOOD INFORMATION IT IS ABSOLUTELY BEAUTIFUL WITH ITS USE OF THE ENGLISH LANGUAGE. AND YOU WANT YOUR ENGLISH TO BE GREAT!

OK, ENOUGH OF MY RANT - THE SEMESTER IS SOON OVER. I LOOK FORWARD TO THAT AND, I GUESS, SO DO YOU.

SO LET ME FINISH BY WISHING YOU MERRY A CHRISTMAS AND HAPPY THE NEW YEAR! EHHH, WAIT A MINUTE?!?....





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BROUGHT TO YOU BY:



TM

Dear all,

One year has passed working in SA. A lot expectations and promises have been fulfilled. We wish to the new SA board 2012 work hard, achieve their aims and improve life of SSE Riga Community.

I would like to thank all who have helped us during the year. It would not be possible to organize all the events successfully on our own.

If we look at the things that SA Board 2011 has done, these achievements could be the most essential and worth remaining in the SA history:

1) SA Fundraising strategy that will allow to secure the overall financial stability for SA and organizations, as well as plan the expansion and improvements of the events in the long-term. MIRA database will consolidate our resources and knowledge in terms of fundraising planning;

2) Mentoring - Mentors from SSE Riga Mentor Club that have already helped us a lot will continue to assist the new SA board and help to find mentors for other organizations or even individually for students;

Projects that have been started and will be continued:

3) SA Timeline: to plan the future you need to explore the past. It will be an interactive Internet based resource where one can find the history of our organization with the main milestones, achievements and participants.

4) Cooperation with Stockholm SA and RGSL SA;

5) Strong cooperation with Alumni association and active information sharing. Alumni database opening;

Nice things which make the difference:

6) Renewed sofas in lobby and leisure room;

7) Together with RGSL SA renewed leisure room;

8) Organized sports training in Olympic Sports Hall;

9) Hosted Garage48 twice;

10) Renewed SSE Riga accessory line;

11) Joined basketball teams with RGSL;

12) Tripled fundraising budget;

Sometimes there were challenging moments, but on behalf of the SA Board 2011, I can say that it was an honour to work for you. We loved it and we achieved a lot.

Thank you very much for your trust and support!

Always yours,

Rihards and SA Board 2011



Dear all,

The biggest holidays of winter are just around the corner and so is the end of the fall semester. Everybody seems to be putting final dots on their works and getting ready to enjoy the free time from studies. However, for us the action is at its peak. The application for Peak Time 2012 will start in less than a month, on January 2nd. A group of Ambassadors from all over the world has been collected to help us promote the event. We hope this will help to increase the number of participants even more and help the competition grow. We wish you a warm and cosy Christmas with your loved ones. Enjoy the winter break to its fullest.

Very best,
Peak Time 2012 organizers



Hello, Ladies and Gentlemen. The Debate Society has been on its toes lately – the public debate on December 2nd on the topic ‘This house would finance higher education by long-term government credits’ and the SSER LMT IV on December 9th and 10th really had us sweating. Our debaters have also gone to several tournaments in UK and others countries. Overall, it’s been the most difficult season of the year, but now our debaters can take a break from organizing and finally get down to real debating. Cheers, mates!



Unlike the snow this winter, time for planning bachelor’s theses has already begun. That was felt as the applications for thesis support from Leif Muten Society were showing up in mailboxes. As the next year seems to be a busy one, LMS wishes all the students white and Merry Christmas and a Happy New Year!



Millions of bright memories, thousands of pictures, hundreds of facebook likes, dozens of new friends... Turbo speed typing, countless number of e-mails, super fast running, sleepless nights, 24/7 occupation of SA room...

Litres of coke, rivers of coffee, oceans of Tymbark juice, and even a few drops of tears...

This is how we, Junior Peak Time 2011 organizers, remember those several completely crazy weeks of JPT’iming...

Although Junior Peak Time 2011 is officially over, we were so involved that it’s simply impossible to leave everything as it is. Still busy with having to deal with all the statistics, accounting for the remaining bills, we are making the life of the next organizing team a bit easier. Yet it could not be otherwise since a piece of our mind will always be together with Junior Peak Time.

Sending kisses and wishing you relaxing holidays, Aiste, Justas, Anda and Annija



DAYS OF OPPORTUNITIES

Dear SSE Riga students,

The team of Days of Opportunities would like to congratulate all of you with the end of the first semester. It was challenging and full of new, unforgettable experiences. We hope that now every SSE Rigan is able to fill in his or her CV with a lot of interesting, valuable entries and create a motivational letter, which will make the employer understand fast that exactly you are the one he or she is searching for.

We wish you enormous academic success and even larger social activity during the next semester, so that by March 30th, the event of DoO 2012, your CV’s and motivational letters are unbeatable.

From our side we can say that first speakers, companies and universities have already agreed to participate.

Always caring,
Days of Opportunities team



Dear friends,
 The fundraising process has finally reached its culmination, and we can proudly announce that Investment Game 2012 will be sponsored by Rietumu Banka, which is one of the most successful investment banks in the Baltics. We anticipate strong cooperation with our sponsors in order to reach our long term goals.

Turning from formalities to organizational issues, December is going to be an intense month for both the iFund board and its members. Firstly, a trip to Vilnius was organized by the Board, where we had fantastic meetings and training sessions with people from the Asset Management industry. The knowledge gained during the trip will be put into our portfolio, which from December 1st is officially active. Speaking about the latter, stay tuned for more news regarding the portfolio and how you could contribute to enhancing the wealth of our organization. :)

Secondly, we have launched a new challenge: The Ultimate Coffee Challenge. As a part of this challenge, the participants have to apply their knowledge and skills in predicting the price of coffee on a specified date. Hence, participate, predict, and win valuable prizes from iFund and our sponsors.

And lastly, there will be a Guest lecture from PwC on Practical Risk Management, which is said to be the last this year. But do not worry: on December 19 we will have a movie night where all of you will have a chance to get deeper into the world of economics and finance! Stay tuned for the news!

Yours sincerely,
 iFund board '11-'12



PAUSE.MOVIE TIME

Have you ever wondered how I, Alexander, got to the point in my life where I am now? I've been called the most popular, the wisest and the sexiest man in the school by a number of people. What do I owe it to? The position of the president of The Pause. MovieTime organization, Latvia, of course. Sadly, like all good things, this must also come to an end. Hence, sometime soon the election campaign for the new movie-guy/girl will be held, and I will hand down my crown of awesomeness to the next lucky, sexy person. Ladies and gentlemen, get ready for the biggest event of your lives: PAUSE.MOVIETIME ELECTION 2011 IS COMING! YES WE CAN!



Christmas trees all around us and Christmas carols in the shopping centres that annoy you so much... Does this remind you of something?

Yes, it's Christmas time: time for making the list of presents for your friends and for yourself.

So does BEFS - we have a list of presents prepared for students and a list of desired presents we would like to get from Santa Claus.

First of all, we have fixed our webpage and now you can apply for BEFS 2012.

Second, there are more and more speakers agreeing to come to Riga in March and talk about energy issues in the Baltics. For example, collaboration with Enefit was established and some of their experts will participate in panel discussions and other activities.

Good luck with your studies, have a nice ending of the semester, and plan a great New Years' party!

Yours,
 BEFS team



Bonjour! JeJoue has been remaking its old homepage into something new which is accessible for all – it is now in Latvian, Russian and English. Not only that, but the orchestra has been quite active – there has already been a small concert during HoCo and the members are eager to play again. Remember – binge drinking and after-report madness are not the only ways to have fun, there is also JeJoue!



SALSA CLUB

Salsa is not just a dance. It's a lifestyle which gives a dose of positive energy. One group has already experienced it and skyrocketed. And another one, for beginners, is about to be formed after the New Year's. This time the training pace would be slower so that everyone can keep up. In salsa everyone is welcome, so come and try it yourself! =)

DOO STORIES

Secret revealed! How is it to work for a Tobacco Company?

• Why a tobacco company?

To be fair, it most certainly wasn't a particular choice of the industry. I was looking for an interesting company in a field that corresponds to my knowledge and skills and/or wishes.

Surely, the attractive side of the tobacco industry is the point that smoking is a global phenomenon. In any country of the world for those adults who have chosen to smoke it is a daily "ritual". And, by being part of a cigarettes company, like any other FMCG producer, you can affect the choices of hundreds of millions of adult smokers – about the brand they choose to smoke.

Before applying for the position, I was thinking a lot about tobacco industry and I had various opinions about it. I decided that it would be interesting to get to know the industry from within to have a more informed point of view. So, some part of the decision was also affected by that.

At the same time, my current employer provides a possibility to be working basically in any country one could wish for. Such possibility to work abroad was an important



BRITISH AMERICAN TOBACCO

criterion when choosing the company, together with an opportunity to be part of a world's leading FMCG firm.

• Reveal the secret, how it is to work for a tobacco company?

Well, secrets, if there are any, are there not to be told. I have already given some idea of what it is like in the previous question. Though, there are a few more features that might be important to point out. By working for a tobacco company you can get a bit closer to the shadow economy, have a better clue about its impact on the business environment, state budget and eventually on the society. Even if the tobacco business could be similar to any other FMCG industry, the business environment is pretty much different. As the initial investments are high, scale is important and the industry is highly regulated with so many restrictions on production and marketing activities that there aren't that many competing tobacco producers both in Baltic States and in other parts of the world. But the battle for the smokers' share is not less fierce than in other industries, as legal businesses are being threatened by an unequal competition from illicit



trade done by organized criminals who do not play by the same rules of the game - the rules set in the law. Thus, the business environment is tough, complex, challenging and therefore interesting.

• **What exactly did you have to do?**

I work as a Business Planning and Finance Analyst with a couple of other SSE Riga graduates. One could say that the job is set on three main pillars: planning, budgeting and reporting. So, my job involves periodical analysis of the financial statements of the company, investigating the performance of the brands and the whole market development. In addition, I work with the budget preparation for the upcoming years, as well as the periodical budget evaluation and adjustments to keep on track with the developing situation within the company and on the market. The job also involves working on presentations that are then delivered by the management of the company. Finally, our department frequently cooperates with other functional teams by evaluating the financial feasibility of the proposals on improving the business.

• **How did DoO help you?**

The name of my current employer was not at the top of my mind at the time when I had to choose where to work. I was considering several other options. Therefore, it is hard to know if I would have gone to the same place I am now, if not for DoO. Maybe it would be the case, but DoO played a crucial role in getting me to apply for my current position. It was really the job of DoO people who made me aware of the opportunity by sending out the offer from the company as well as arranging the time and place for the company to have quick interviews already during the DoO event. This was very convenient for the students.

• **Do you have better knowledge about tobacco now?**

I guess in whichever industry I would start to work, I would like to know as much as I can about it. It feels like a duty of some kind to get to know the product your company is making or selling. So it was the

same case with tobacco. You constantly get to know new things about it. In the beginning I was even reading some additional stuff online, because I got so interested in the differences of tobacco products, the harms that they are associated with and what not. The factory visit, which we had just recently, was very exciting and also contributed to my knowledge of tobacco. But of course, there still are a lot of things to learn.

• **What would you suggest to SSE Rigiens regarding the internship issue?**

I think there are different opinions about internships, and sometimes you can either be so lucky or so awesome that you don't need them to get a job later. But I really believe that it is worth having them and taking them seriously to minimize the risk of struggling with the job search later on. Though, that doesn't mean that you have to choose the standard places which are considered as the most respectful ones, the hardest to get in, etc. The important thing about them is that you either enjoy what you do, or you understand that it is not for you. Don't be afraid to try anything. And I suggest having them in different fields, unless you are very sure about your career path.

It is good to start searching for them early, so you avoid the unnecessary stress and are able to choose what you want. But sometimes, spontaneous and unexpected choices turn out to be very exciting and rewarding.

As for the first job, there are also two ways how you can proceed. You can either be in a rush since you don't want to be the one still without a job when all your friends have one. However, you also don't want to be the one who is unhappy with the job when all your friends are enjoying it – so you don't

want to get any job just as fast as you can. It is really good if you can find what you really want quickly, but if you can't, I think it is worth waiting for a while, and get something that you won't regret :) And again, don't be afraid of trying, but at the same time don't be afraid to change and start something else, if you don't like what you've tried.

THE BUSINESS ENVIRONMENT IS TOUGH, COMPLEX, CHALLENGING AND THEREFORE INTERESTING

YOU EITHER ENJOY WHAT YOU DO, OR YOU UNDERSTAND THAT IT IS NOT FOR YOU.

LAURA ZAUERE

BEYOND THE BORDERS



The story is about an extraordinary start of one weekend for the whole iFund board. Everything started late on Thursday night when all five guys left Riga in a car. After an exhausting, challenging and exciting trip the ultimate goal – Vilnius – was reached.

Early Friday morning started with a meeting with representatives of Orion Securities. An office in the heart of Vilnius, 9th floor with a wonderful view to the old-town and river Neris, and friendly personnel are the things you imagine when you think about a successful company. There we had tutoring about investment strategies and an introduction to usage of a new trading platform provided by Orion Securities to manage our portfolio money. After several hours of intensive discussions and personal stories, we ate lunch while chatting with SSE Riga Alumni Justas Šaltinis and Simona Tījūnaitytė about their work and expectations. After that we left the Orion Securities office in a very good mood - we were full of new ideas and determination.

Still, that was just the beginning of the day. After leaving the Orion's office, we still had plenty of time before our next scheduled meeting, therefore the best choice was to meet friends and chill together. We chose a small cozy café in Gediminas prospect with a good view and even better company. Some

Latte, Cappuccino, Winnie Pooh and we were again full of energy.

The second and the last on our company visit list was Finasta. The biggest investment bank in Lithuania, situated in an old monastery building in the most prestigious district of the city. A big inner yard and bright buildings were greeting us. Here we met with the company's representatives from the Asset Management division who worked in the highest positions and were responsible for investment strategy formation and fund management. After a short presentation about the bank we started talking about current affairs and investment strategies. We haven't even noticed how it became completely dark outside. That was a really exciting and informative meeting that gave us some insight to fund management and formation of successful portfolios.

After the official part was over we had the last point on our map. That was the bar "Šnekutis" which is famous for its natural and (some people say) the most delicious beer you can get in Vilnius. Everybody raised their glasses for a good day. Igors didn't miss the opportunity to try the legendary 12% beer "Stačias" that requires determination, endurance and courage. The finish of the evening and the intro to the weekend was really exceeding our expectations.

MARTYNAS SAMULIONIS

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Wishing you a season filled with
Peace. Hope. Joy.

INTERVIEW WITH VIKTORIJA GROMOVA

MASTER STUDIES

NAME: Viktorija Gromova

Age: 26

COUNTRY OF ORIGIN: Latvia

GRADUATED IN: 2008

CURRENT OCCUPATION: Student (advanced master in Strategy and Management of International Business from ESSEC Business School); Full time employee in Google

HOBBIES, INTERESTS: Painting, yoga, travelling, languages

ESSEC

BUSINESS SCHOOL
PARIS-SINGAPORE

• **Viktorija, from the Alumni Database I can see that you have worked successfully for several years. Have you always planned to go for Master Studies? Or did it come to your mind at some certain moment?** I had a master degree in mind but I definitely did not want to do it in Latvia. I wanted to gain some working experience before I took a grad degree.

• **Why have you decided to continue your studies at ESSEC Business School (+in which country)?** In France. I like the country and I also wanted to improve my French (since it was on basic level). The fact that ESSEC is one of the European top rated schools also played the role in the decision making process.

• **How did you decide to master in Strategy and Management of the International Business? Were you passionate about it when studying at SSE Riga or it came after some work experience?** My work experience was mostly finance related before I joined my masters degree. I was not sure I wanted to follow the same track until the end of my life. So I was looking forward to trying something new. Strategy and Business Management is quite broad and can help out regardless of the industry you are planning to work in. Plus, I knew a few people who have finished similar programs in France and had very positive feedback.

• **How do you like the study process? What is the language/languages of instruction?** The program was very intensive. Classes 5-6 days per week with plenty of homework and teamwork. Lectures lasted only from September to late March. The system was a bit similar to SSE Riga: i.e. you take a few classes at the same time, then you pass an exam or two and you forget about it. Languages: 50-50% English-French.

• **Could you tell us more about the financial side? Is it possible to receive a scholarship or a grant? (please mention the average living and housing expenses)** This is the trickiest part of everything. The school I selected is private, therefore they have a limited amount of scholarships. The program costs around 17 000 EUR. I managed to get scholarships for around half of the tuition fees, the rest is loan & savings. There is also a possibility to get corporate grants, but one has to start searching in advance.

In terms of costs of living, Paris is more expensive than Riga. One should account for around 1000 EUR per month. I had only around 600EUR per month (I found a room for 400 EUR which is quite cheap) which was quite hard to manage.

• **Is there a possibility to both work and study so that to partially cover the expenses? If yes, in what areas?** Not really, this is a very intense program. Unless you can agree for a few hours per day role within the campus of the school.

• **Overall, did you like the atmosphere at school and people?** Absolutely. It attracts people from around 30-40 countries. Very international. And guys come from different backgrounds, not only business (also engineers, chemistry, math, etc).

• **So, what are you future plans?** Work to gain additional experience (with a possibility to change countries). Then probably creating my own business.

• **Anything you would like to say to SSE Riga students?** I would definitely recommend to go abroad for a grad degree or at least Erasmus, even if it requires additional financial resources. It would pay off in the end. It opens a lot of doors and is a perfect chance to gain international visibility.

TATIANA CIUMACOVA

ADDICTIONS AND OTHER FRIENDS OF THE STUDENT

Many of us had to move out from our parents' houses to come and study here at SSER. That also implies changing a few habits like letting your parents do the laundry, making dinner or simply washing up. Even if you haven't moved out, there still are many things that changed (or had to change, but you ignored them). There are also some new things – things that you may associate with growing up, student life or simply technological progress – that aren't exactly of the best kind. We decided to note some of them down and provide you with a comprehensible list:

Social Networks

The blessing and the curse of the internet – facebook, twitter, draugiem.lv and etc. These pesky little distractions have been chipping away at our teammates' report writing skills and time (it doesn't do that to us, though, we do our work properly:)). Some students have been found to be prone to checking their accounts every fifteen minutes in anticipation of somebody putting up some interesting posts (We are quite sure that you have your own personal examples – every generation has several people like that). This kind of anxiety distracts them and even rs from seminars and lecturers – they lose concentration and don't listen to what the lecturers say - and later on they start whining about the material being too hard and that they can't understand it. Some of the posts are really interesting, though – we can't argue with that (even though that doesn't really compensate for the knowledge you missed out on). Here's an example of just how interesting they can be – 'signs of growing up' that have been posted on Facebook by Laura Danberga (Y3) during a three month period from September of 2011 to the end of November:

1. **Your houseplants are alive and you can't smoke any of them.**
2. You keep more food than beer in the fridge...
3. **Having sex in a twin bed is out of the question...**
4. 6:00 AM is when you get up, not when you go to bed.
5. **You hear your favorite song in an elevator...**
6. You actually watch the Weather Channel...
7. **Your friends marry and divorce instead of "hook up" and "break up."**
8. You go from 130 days of vacation time to 14. :(

9. **Jeans and a sweater no longer qualify as "dressed up."**

10. You're the one calling the police because those damn #&%@ kids next door won't turn down the stereo...

11. **Older relatives feel comfortable telling sex jokes around you.**

12. You don't know at what time McDonalds, Hesburger closes/opens anymore.

13. **Your car payment goes up while your car insurance goes down...**

14. You feed your dog "Chappi" or "Darling" instead of McDonald's leftovers.

15. **Sleeping on the couch makes your back hurt.**

16. You take naps...

17. **Dinner and a movie is the whole date instead of the beginning of one.**

18. Eating a basket of chicken wings at 3 AM would severely upset, rather than settle, your stomach.

19. **You go to the drug store for ibuprofen & antacid, not condoms & pregnancy tests...**

20. A \$4.00 bottle of wine is no longer "a pretty good stuff."

21. **You actually eat breakfast food at breakfast time.**

22. "I just can't drink the way I used to" replaces "I'm never going to drink that much again."

23. **Ninety percent of the time you spend in front of a computer is for real work.**

24. You drink at home to save money before going to a bar.

25. **When you find out your friend is pregnant you congratulate them instead of asking "Oh shit what the hell happened?"**

26. Frequent pangs of insomnia...

27. **Take an auto for a 10 minute walk distance...**

28. Survive for 5 days in office and live life in remaining 2 days of week...

29. **8:00 am is not early...**

30. If you have long term boyfriend/girlfriend or you are married, you develop a strong habit saying "I love you" to him/her at the end of each call so that it becomes mechanical and you end up saying that to your boss...

Alcohol

You finally don't have to listen to your parents – they most likely are far away and you're an adult now. However, those two facts don't mean that you have to go out in the middle of the week, every week and get completely s&*tfaced (drunk). Many students use this method as a stress reliever – to calm the nerves down after several stressful days of education – or as a hobby, because some of the exchanges, Lithuanians or Estonians simply have nothing to do. Partying and drinking after exams or reports is ok, but sometimes it gets out a little bit out of hand, especially when you wake up god knows where with only your underwear and there's no telling what had happened. Some might think of Nikita (Y2) and his flatmate KJ. This is what he posts on Facebook in the middle of the week (there is a picture too):

Hanging out with Jamal is bad for my liver and my bank account balance...



Trolling

A new form of entertainment (or rather a new name for pranks) has become very popular lately – trolling. It mostly refers to posting some random, nonsensical comments on the internet that are followed by a chaos of stupid responses and angry flaming. Even though the practice can be adopted in real life, internet is so much safer as the face-to-face respondents can react impulsively and give you a good beating. Some of our students have achieved the artisan level in this sophisticated form of art – one of the Peaktime organisers decided to troll the iFund team by editing their promo photo – the one with the borrowed car - into the economist.com front page (he did it on his own computer, not the actual webpage). He then

Owing (insomnia) - everybody

proceeded to show his laptop's screen to a lot of interested people, included some of the iFunders. Upon first seeing the page they looked as if they would faint. Needless to say, when the sham was found out, some of the iFunders were pretty much spitting flames.

The 'balanced' student lifestyle – a few days with an excessive workload and two hours of sleep per day, followed by three completely free days – has thrown us off our regular rhythm. Due to such extreme changes our bodies no longer comprehend the

theory behind 'sleep during the night, be active during the day'. Thus sometimes when we really want to sleep our brains say 'Hell no!' and continue torturing us throughout the night. As a result, we feel stressed, have black eyes or simply become a bit emotionally unstable. Sometimes people become even more active due to this, but the long-term effects are rather dire... A piece of advice – even if you do have an unreasonable workload for a couple of days,

try to balance it out. Blasphemous, we know – who would start writing a report a week before it's due?

Not giving a... a.k.a. free-riding

The most annoying trait that some very special individuals have picked up – freeriding. These people saw the opportunities that forced teamwork provides and took the advantage – if the others care about the grade and their work counts as ours, why should we do anything? Well, guys, here is a tip – it can only go on for so long. After people see that you have this habit, nobody will want to work with you and you will

be left on your own. What will you do then – there's nobody willing to help you (since you're such an *^&hole) and you haven't really learned anything. This spells multiple re-exams and report rewriting. Sometimes such people form teams - then they meet up an hour before the report deadline and find out that nothing

has been done. Also, you won't be able to freeride after graduation – employers of SSER students hope to see a certain standard, and, after they have seen what you can do, they will not only fire you, but also form a bad opinion about SSER. Of course, everything is a two-sided coin – sometimes you just can't help it – you have insane amounts of work and some of it is much more important than exams or reports. Well, you may justify it for once or twice, but you can't do it forever.

KESTUTIS TYLA

OUR BODIES NO LONGER
COMPREHEND THE
THEORY BEHIND 'SLEEP
DURING THE NIGHT, BE ACTIVE
DURING THE DAY'

IT TAKES A YEAR TO FUNDRAISE A MICROWAVE

All the dearest, smartest and coolest people of SSE Riga... There are these and million other names every year candidates to the Student Association board approach us online, in presentations, elevator, and library or even while waiting in a line to the rest rooms.

And then we vote... We vote for those with nice and big promises, wide smiles and overly friendly hello to every second person he or she passes by.

But what happens then? How are the promises being turned into actions, how are smiles changed by over worried expression or why is it not so cool anymore to hang out with us "mortal" ones down in the lobby because now they are in SA?

Right now, we already have a new board, still full of enthusiasm to conquer the highest mountains and to live up with every single promise they gave. But let's look to the ones who just became one of us again, what was their year as SA'11.

Mr. President

They say Mr. President promised to fund raise a microwave for lobby... everyone's still waiting.

Success! Finally our prayers were listened and we got our microwave during general meeting. However, it is still publicly unavailable and is held in the SA room as a hostage waiting for someone to come rescue it and bring back to where it actually belongs – lobby so that everyone could adore SA's gift.

Besides microwave many other things were promised during multiple attempts to hit the SA's peak with different partners keeping the promises more or less constant.

One of them was a closer communication with RGSL's Student Association board. And you know what... Success once again! Actually cooperation was so successful that now we have RGSL's last year SA vice president as a candidate for SSER SA president position and they say, key to strong friendship is sharing...



Vice President

They say no one hears him talking.

And if you really think a little bit more... Who

is tracking what the vice president is doing? This position provides you with a nice status but no actual responsibilities.

However, Krists actually is the one who came up with microwave idea and finally managed to end long and painful presidential battle to ensure Mr. President his loved position.

Besides election winning idea vice president did many significant work around SSER, thus do not be mistaken by his calm and silent nature. One of the main achievements was Garage48. He organized it... twice already. Krists worked with business lab and mentor club, helped with sponsors. But most important, he was the one to shut up all the impatient and frustrated organization leaders during cooperation council and explain what actually happened to cause their frustration.

Business.com

They say he is the man who fundraise beer and girls.

Even though he did not promise any of those things in his speech or letter, now he officially can be known as the guy for stuff and moreover we have no doubt that with these qualities he would perfectly fit the standards of the best Barney's wing man.

During his business.com career Aismantas managed to build his own company, to sell its shares to his fellow course mates and decreased his work load while dedicating tasks to key account managers. To add even more, his Y1 associates also were blessed with a chance to learn from the best stuff guy and helping him by writing and sending letters for him (because there is nothing worse than writing an ordinary paper letter, too big opportunity cost).

Edu.com

They say she is aware of what edu.com person is supposed to do, and she is sure that she would cope with this.

And honestly, this is and was true. During this year we noticed that Irina managed to establish and develop a very sustainable edu.com position within our society. Every one of us was fully aware of her new implemented projects and improved old ones, so that with no bigger trouble could name at least 5 of them.

And talking about her personal qualities we would be able to point out that she as a responsible person send numerous of spam letters carrying about the quality of every course, Irina as a reliable girl shared all the Advisory Board Meeting minutes with all the “new” decisions which were made and already implemented. She also expressed herself perfectly as a sociable person during the lectures as well as during other school activities.



during English language courses as well...

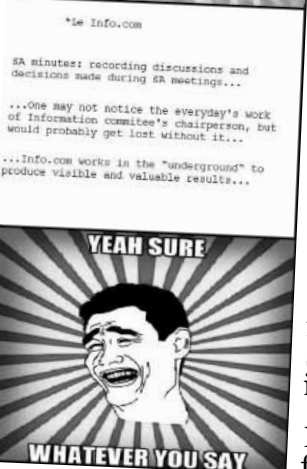
If anyone knows and lives up to the true SSE Riga motto: study hard PARTY HARDER it is Sabine. During her career as event organizer she probably tried all 126 different cocktails she knows and picked up all the necessary ingredients for the coolest school parties from Ibiza, London and all other places she managed to visit.

Info.com

They say that after total FAIL with the Newcomers guide our Info.com has a new goal, to prepare an Alumni Yearbook for HoCo. Let's hope it will show up during graduation, just in time to replace the Yearbook.

Everyone by now knows the Newcomers guide situation... But now, Y3 are sincerely worried about the future of Yearbook'12 because it is also intendant to be “the thickest, most interesting, creative and exciting to work on”. Such promise suggests and idea even of merging YB'12 wit YB'13...

However, we managed to get our informative, attractive and stylish Birthday lists. Actually even one step further was taken: interactive B-lists, meaning put your name yourself if you have a birthday this month.



PR.com

They say there is no gossip about her.

As everyone probably imagines, PR person is responsible for spreading the word. Well, and no one could deny that Daina does not know how to do this. She is a master in gathering the information and sharing it with others.

And you do not even need to mention to whom we all should be grateful for the invitations to all parties and events at school, Facebook became the second most important tool during this year.

But despite that, we should be grateful for application forms for ISIC and the business cards, and hope to see them soon.

IT.com

Some say that there is a person who should finally get the new routers which were promised...

And everyone probably remembers the end of the sentence above. Yes, no one can deny that Erko is a noticeable person for both his alcohol consumption habits and trouser choice.

However, he was the first one from probably last 5 IT.coms who managed to increased internet speed at school, but he did not succeed in improving connection quality. Also, exchange students should be thankful for slow and silent live stream which gets stuck only once in two minutes from the main events at SSER.

And also, we see how his SSER promotion channel for Estonians worked. This year we have way more than 3 Estonians in Y1. Thank you for that!

Party.com

They say that you need to read less than 5 words in the first sentence to understand that the Party.com is writing the party-emails again. They say that the Party.com went for a vacation

Sports.com

They say there should have been introduced and really maintained running trainings.

Well, we are still waiting for that... Just to see how those really maintained would look like.

But excluding that, we had our winter symposium and summer symposium. And it does not matter that we played volleyball in mud and water.

But probably the best part is that while being a sports.com Gerard managed to reveal his extraordinary fundraising skills. No matter the event, there always would be enough beer for beer pong, random Lithuanians looking free stuff and even to get drunk after the event.

Overall, being in SA is hard and challenging work. A lot of is expected and even more is being talked about what, how and why is being done. And if it does not seem so at first, SA'11 achieved a lot of great things, just the “mortal” always prefer to see the dark side.

Good luck finding your own way SA'12, welcome back SA'11.

KRISTINA MALUKAITE

GOSSIP*

* WARNING. THIS PAGE CONTAINS MATERIALS WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY FOR THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU CAN BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN :)

VALERA U B AFRIKE VALERA

THEY SAY THAT MARTYNAS S.(Y2) IS SO SEXY WHEN HE TYPES IN HIS UNDERWEAR THAT GIRLS CANNOT RESIST ENTERING HIS ROOM IN THE MIDDLE OF THE NIGHT.

THEY SAY THAT EVEN SPORTS.COM THINKS THAT PARTY.COM IS A VERY CREATIVE POSITION.

COFFEE FROM THE VENDING MACHINE IN THE LOBBY GIVES VALERA A HANGOVER.

THEY SAY PEOPLE CHANGE WHEN ADOPTING THE "NO ALCOHOL" POLICY.)

THEY SAY IT IS DISTURBING THAT SOME CANDIDATES FORGOT TO INCLUDE THEIR NAMES IN THEIR APPLICATIONS.

THEY SAY, MAYBE YOU KNOW WHERE IS THE PARTY???

IRINA MUST APPEAR ON GOSSIP PAGE, THIS TIME IS NO EXCEPTION.

THEY SAY SLUTS ARE ALL AROUND.

THEY SAY SA GENERAL REPORT IS ETHICALLY SUSTAINABLE WHEN NO ONE READS IT, NO NEGATIVE EXTERNALITIES ON SOCIETY CAUSED.

THEY SAY SA GENERAL REPORT IS THE MOST EPIC WASTE OF PAPER THE WORLD HAS EVER SEEN.

THEY SAY BE AWARE IT'S NOT MOLDAVIA BUT MOLDOVA.

THEY SAY ANDREJS(Y2) HAS KEYS TO EVERY LOCK IN RIGA, TAKE CARE WHEN DRIVING WITH HIM SOMEWHERE.)

THEY SAY NIKITA WILL LEAD A NEW ELECTIVE COURSE - HANDICRAFTING.

VALERAS LIETUVIS (Y2) IS THE MOST UNDERRATED PERSON IN SSE RIGA.

THEY SAY THAT FOR HALF A YEAR DAINA HAS PARTICIPATED IN THE YEAR1'S LECTURES AND SOME SUSPICIOUS IDEAS EMERGE ABOUT WHETHER SHE REALLY IS A YEAR2?

THEY SAY IF WE RAISE OUR VOICE ENOUGH MAYBE ADMINISTRATION WILL START TO PAY OUR TICKETS FOR UNPLANNED RE-EXAM TRIPS ON CHRISTMAS BECAUSE IT IS F****NG EXPENSIVE!

THEY SAID CIGARETTE CONSUMPTION IS POSITIVELY RELATED TO SCHOOL PROJECTS AND NUMBER OF PARTIES, THEREFORE TOBACCO INDUSTRY SHOULD FIND

WAYS TO LOBBY THE SCHOOL TO HAVE MORE EXAMS AND PARTIES.

DURING SCHOOL PARTIES THE ENVIRONMENT IS SO DARK THAT SOMETIMES YOU CAN'T RECOGNIZE WHO ARE YOU TRULY DANCING WITH, YOU WON'T EVEN KNOW SHE IS DINOSAUR OR PIG.

THEY SAY FACEBOOK MAKES PEOPLE REMEMBER OTHERS' BIRTHDAY SINCE 2004, IRINA START GOSSIPING OTHERS SINCE 2010.

THEY SAY DMITRIJS LASKO IS GETTING UPSET CAUSE HE WILL SOON LEAVE THE INSIDER TEAM THAT HE CANNOT READ ANY MORE INSIDER'S INSIDER GOSSIP)))

THEY SAY IRINA IS GETTING UPSET CAUSE FROM NOW ON SHE CAN ONLY PARTY WITH ONE GUY.

THEY SAY IRINA ALWAYS FINDS A WAY TO MAKE HER FAMOUS, HER ULTIMATE AIM IS A STREET CALLED IRINA IELA.

THEY SAY THAT SOMETIMES IT'S NOT THE HARD WORK - IT'S TEAMWORK.

THEY SAY THAT IN TEAM EFFICIENCY YOU GET GOOD RESULTS... AND A LIFE

THEY SAY THAT IF YOU ASK NICELY, NERIJS (Y1) MAKES THE SOUND OF DUCKS F*****. IT TURNS HIM ON.

THEY SAY THAT THE DEBATE SOCIETY WANTS TO PEPPER-SPRAY THE UNIVERSITY CHOIR. CASUALLY. WHILE STROLLING.

THEY SAY ANITA(Y1) IS TOO PASSIONATE ABOUT SALSA!

THEY SAY HUSSEIN DOESN'T HAVE A JAKUZZY BUT HE TRIES TO IMPROVISE IN A NORMAL BATHTUB.

THEY SAY LAURA Z. (Y2) LIKES HOLDING HANDS DURING LONG WALKS WITH STEFAN FROM GERMANY, ISN'T IT NICE?

THEY SAY THAT EXCHANGE STUDENT GINTARE FROM LITHUNIA LOVES SSE IN RIGA, SO SHE STAYS FOR ANOTHER SEMESTER IN SSE IN RIGA.

THEY SAY STATISTICS REEXAM ON 3RD OF JANUARY IS A TORTURE.

THEY SAY Y1 BOYS SAY THE SAME ABOUT IRINA (Y2).

THEY SAY Y1 GIRLS SAY JUSTAS (Y2) IS THE BEST WHAT HAPPENED TO THEM.

THEY SAY IRINA (Y2) WANTS TO BE BIG IN POLITICS.

JEKAVS JURDZS SAYS IF HE BECOMES THE PRESIDENT HE WILL BAN "WE ARE SCHOOL OF ECONOMICS, WE ARE WELL KNOWN ALCOHOLICS" HYMN.

THEY SAY THAT ONE GIRL COLLECTS GOSSIP TO AVOID BEING GOSSIPED.

THEY SAY THAT WHEREVER IS RIHARDS S., THERE IS WINE.

THEY SAY THAT TALLIN'S CHRISTMAS TREE WAS PLANKING. TWICE.

THEY SAY THE CHRISTMAS TREE WAS PLANKING IN THE COURTYARD.

THEY SAY INGA FEELS LIKE A BOSS IF SHE IS DRINKING/ SMOKING WITH THE LECTURER. TRY THIS DURING FE THIS TIME!

THEY SAY NIKITA (Y2) BELIEVES HE IS AWESOME...

THEY SAY MARIUS CAN MAKE GIRLS HAPPY DURING FINANCIAL NIGHTS... AND NOT ONLY.

THEY SAY TALISMAN - TALIS, MAN.

WALLS SAY THAT ESTERE PRIEDITE IS READY TO MARRY, BUT ONLY MULTIPLE MEN.

NOT EVERYONE GETS LEONID BREZHNEV'S JOKES! :D

THEY SAY Y3S LOVE Y1S BECAUSE THEY ARE REVENGE TO Y2S.

BLOND PEOPLE ARE NOT THAT STRAIGHT SMART IN OUR SCHOOL.

EAT ME BLONDIE!

THEY SAY THAT EVERY Y1 EVENTUALLY LEARNS NOT TO ENGAGE INGA (Y3) IN AN ONLINE CONVERSATION. ONE WAY OR ANOTHER...

THEY SAY THAT IF YOU DON'T HAVE A LECTURER FOR ANY COURSE, JUST CALL LUDMILA.

THEY SAY IN Y1 WE HAVE A LOT OF FAMOUS BRANDS : HUGO BOSS, KALVIS KLEIN, DOLCE GAROZA

Y2 GIRL ARE EXTREMELY ACTIVE WITH Y1 GUYS.. PROBABLY THE WANT NEW, YOUNG BLOOD! :D

MARINA'S (Y1) LIFE MOTTO IS "NOT COW!"

THEY SAY THAT HAVING "FRIENDS (600)" DOESN'T HELP TO PASS EXAMS EITHER.

THIS WHOLE MAGAZINE IS ALMOST TAKEN OVER BY ESTERE, THERE SHOULD BE A NEW MAGAZINE DEDICATED ONLY FOR HER.

IT HAS BEEN ALMOST A YEAR, BUT WE ALL STILL HAVEN'T RECEIVED OUR NETWORK MAPS AS THE AUTHORS OF ONE BACHELOR THESIS PROMISED. KEEP PROMISES ACCORDING TO THE CAPACITY OF THE DELIVERY :P SILI Š SHOULD KNOW WHAT IS THE PROVIDER'S GAP NO.4 FROM THE GAP MODEL :)

Y1'S WILL FACE SOME NEW UNEXPECTED ACTIVITIES IN THE SCHOOL.

THEY SAY DAVIS G (Y4) LIKES TO CUM DURING FLOORBALL TRAINING.

THEY SAY: OLGA P. (Y2) STOP SHOWING OFF YOUR RELATIONSHIP ON FB BY QUOTING EVERYTHING YOUR AMAZING SMART-ASS BOYFRIEND SAYS TO YOU!

THEY SAY RITA KASA SHOULD BE CAREFUL IN THE DARK EVENINGS: THERE MIGHT BE A FURIOUS Y3 AROUND THE CORNER WILLING TO HAVE HIS REVENGE!

THEY SAY THAT AFTER SEEING KONSTANTIN'S MUSCLES ONE SATURDAY MORNING, SOME GUYS STRONGLY DECIDED TO BECOME ECONOMETRICIANS.

THEY SAY DON'T FORGET ABOUT THE ONES ON ERASMUS! WE WILL BE BACK!

LABAS RYTAS IS NOT A GOOD GREETING AFTER A WEEKEND.

JUNIOR PEAKTIME WAS THE GREAT!

IT MAKES ME WONDER: ARE THERE AT LEAST ANY LIES ON THE GOSSIP PAGE, EVER???

PHOTO OF THE MONTH



THEY SAY: "ISN'T THIS CUTE?"

ON THAT POINT, SIR!

“Run for the food! Hungry crowd is approaching!” “Still sleeping in dorms?! We need a swing team NOW!” & “WTF - Where is beer?!” these and many other phrases will probably forever remain in the memory of the poor victims, who used to suffer from my yelling.

Yes, December was a very intensive month for SSE Riga & LMT Debate Society. We have not only held the annual international debate tournament SSE Riga & LMT IV 2011, but also run a public debate about the financing of higher education in Latvia, and eventually attracted the partner company – Latvijas Mobilais Telefons.

How was it? Sometimes dying seemed to be a much better option than actually dealing with all of the problems! But the more suicidal it gets, the higher is your satisfaction after successful accomplishment of the accepted challenges (especially if was impossible to reject them...)! One should initially be slightly masochistic when choosing to be a part of SSE Riga community, shouldn't s/he? :)

SSE Riga & LMT IV

If interested, you're welcome to explore our FB group, read the motions and watch the videos. However, this time, I'd rather reveal some aspects of “backstage acting” a.k.a. organizing. And “INSTEAD” is really the best word to describe the trade-off between creating the event and participating in it as you actually don't know what's going on while running around all the time. Some facts of how crazy it could get:

Although the registration had officially ended on the 1st of December (a week before the tournament), I received at least 10 declines and 8 new applications after that time with the changes being made up to less than 20 hours until the tournament start. It seems not so critical unless you know that if at least 1 more person would have come, 2 hotels we used would not be enough to accept everybody. Accommodating somebody in the 3rd place would automatically mean making more maps with directions, finding new comrades and spending additional money.

SSE RIGA
DEBATE SOCIETY

L M T
LATVIJAS MOBILAIS TELEFONS

Two days of the tournament required running up and down the stairs at SSE Riga more than one usually does in a month. When seconds matter, an elevator is absolutely not an option!

I haven't heard even 10 min of a single debate from this tournament (not even from a show debate in the beginning of the tournament!) as it was just physically impossible to be there and fix the troubles at once. For instance, I found out the motion for the first round only when already the second run was taking place. (Hopefully with video material I'll see the finals at least and finally find out what made judges argue more than an hour to make the solution about who won the debate!)

Just an hour before the party there was no “free beer” which was promised to the participants and in general so much loved by the debaters (why? Well, call it the clash of interests or ignoring the instructions by helpers if you want), but it resulted in the fast purchase of simply anything in the last moment & huge additional costs, but it indeed made happier a couple of Lithuanians who managed to re-purchase 3 boxes of this beer for almost half the price afterwards!

In the end of the day you are so exhausted that even being told “hey, we have burnt half of the sockets and lamps in the lobby, they don't work anymore and require rebuilding everything” is treated with relative calmness and practical “how much does it cost to fix?” and “do anything, but find out how that can be solved!”

It must sound unbelievable, but the gratitude of other people about what you've done has such amazing energy that it overweighs all the problems, which were many more than just a couple of facts listed here! And then you know – it was absolutely worth it! But there is no way a single person could handle it at all, so once again I want to say huge “THANK YOU!” to all the people who helped and wish a bit more luck than I had to the future organizers!

SANTA KRATULE

BECOMING SUSTAINABLE

Sustainability, ethics, corporate responsibility, societal progress, universal design, shared value... got tired of these words? I guess all Year2 students would nod now, these are the concepts used in the new “Ethics and Sustainable Business” course with an extremely high frequency. To be more clear for others, sustainable development “meets present needs without compromising the ability of future generations to meet their needs”. In short: we’ve learned how to care about others when dealing with our own business, which is to tie economic profits with societal needs.

And why do we care?

Again, in short: because we should!

SSE Riga is our second home, for some people even the first and only. We should care about its social responsibility and about the value that it brings to the society. Once we know all the concepts, we can start using them in real life. **What can we do?** We can start making our school more sustainable. Just consider few things:

Save paper! How many times have you printed slides you haven’t used or articles you haven’t read? Why do you print only on one side of the paper? Why don’t you use “Multiple pages per sheet” button? 400 pages per semester is a lot if you know how to use them wisely. **Recycled paper!** It’s a common practice to take A4 white paper from Computer Lab and use it for taking notes. Do your notes look worse on a slightly grey paper? The copy center is giving this “low quality” paper to students for free, you can just go and grab some for you. **Handouts!** Would it be horrible to inherit handouts from previous year? Every year the handouts look almost the same, just some articles are changed, and they can be easily shared. We should create a system that will encourage students to take care of their reading packages and bring them back for the second use. **The machine!** Have you seen this wooden recycling box downstairs? Look for it! You can bring your used paper/notebooks/books there and it will take care to recycle them in nearest future.

Save energy! Have you noticed that your laptop is switched on even if you don’t have to work on



it? The Internet addiction makes us use more energy than the world can give us. Try to use “turn off computer” more often. **Turn off the lights!** Sounds familiar? Right: “You’re the economists, why not to reduce Latvia’s dependence on energy imports? Turn off the lights when you leave.”

Don’t use plastic! Our water fountain is genuine, always there when you need it. But, is it rational to use a new plastic glass every break? Why not to bring a re-used bottle with you? You can just fill it in, whenever you want, and carry it around for the sake of sustainability. **Use glass!** Amica offers glass cups for tea and coffee, why not to use them? You do not always need a plastic cup, in most of the cases you drink your beverage in the canteen and there is no difference which one to use, except for the environment.

Just to make sure you know: at the global scale scientific data indicates that humans are living beyond the carrying capacity of the planet and that this cannot continue indefinitely. We can think globally and start acting in our own school. Besides the ones mentioned, a lot of other small things could be added to the school’s sustainability and once we start thinking about it we’ll find all the possible ways to decrease the waste and develop a good habit.

We’ve learned that becoming socially responsible is kind of a difficult task to do, it takes time, effort and a complete turnaround in what we’ve been used to. But let’s try and make the world a better place! Let’s be sustainable!

TATIANA ARVENTI

THE INSIDER 17

MASTER DEGREE AT AARHUS

Aarhus School of Business (ASB) is a part of Aarhus University. Established in 1939 and with a student population close to 8 000, it's considered to be one of the oldest and largest business schools in Europe. ASB offers a variety of two-year full-time Master programmes taught in English.

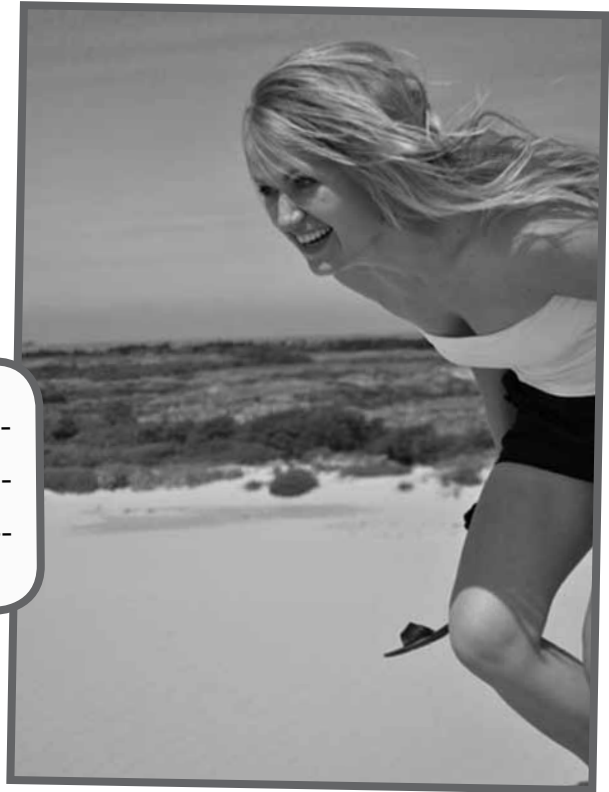
We have interviewed 2 SSE Riga graduates that have continued their studies in ABS in MSc in Finance & International Business and MSc in Marketing.

NAME: Vitalija Bogdanoviciute

COUNTRY OF ORIGIN: Lithuania

GRADUATED IN: 2009

LIVES IN: Vilnius



• **Why did you decide to continue your studies and obtain a Master's degree?** After working in a company for a while I decided its time to have some challenge, change the life a bit and get some additional knowledge.

• **Why did you chose to study in Aarhus School of Business? How did you like the study process there? How is it different from SSE Riga?** Education in Denmark is considered to be of high quality. The study process is totally different from SSE as it's up to you to decide how much and when u will study - there are no seminars nor mandatory classes. ASB tries to make people to study thyself, i.e. during the lectures we were getting just some info, but most of the new things one was able to learn reading books and studying different articles. the studies for me were not too difficult and I felt that SSE put on of the best grounds I could have. It was easy to coupe with workload. Also ASB has different grading system. There is 7 grades in stead of 200 points. Students can earn points during exams - please note that they all (at least I had them all) open book and computer based, where you are allowed to bring all your notes and laptop to exam. Of course the questions are more complex, so that it is not easy to copy paste the answer from the book.

• **Could you tell us about the program you obtained your Master's degree?** I graduated from MSc in Finance and International business. The program is interesting and the most benefit a person can get from elective courses and projects. Mandatory courses are more or less standard and most of them we covered in SSE however not so deep. The student have a chance to choose from a number of elective courses which are of great variety and interesting. Great point is that

lecturers are from all over the world so you have a chance to hear about things from different perspective, e.g. what American or Chinese thinks about the crisis, etc.

• **What a student needs to know before planning to enter this university?**

The university does not require GMAT or English prove for the ones who have graduated from SSE. There is a number of great study programs in ASB and in whole Aarhus University.

• **According to the Alumni database, you are currently working in KPMG Baltics as an Audit & Consulting Financial Advisory Service, Finance & Economics Assistant. Could you tell us about your everyday duties?** I am working in Transaction and restructuring department in KPMG Vilnius, mainly with M&A projects (consulting companies and investors on sell-side or buy-side projects), valuations, feasibility studies. At the same time I work on financial due diligence projects, where it is necessary to investigate the potential target to be acquired for any risks which may cause problems for your client after purchase the particular company.

• **How does a typical day look for you? How do you spend your free time?** Since my work is based on projects, free time depends on it as well. :) Sometimes you have more free time, sometimes you have overtime. In general, I manage to keep my work-life balance in perfect shape. ;)

• **What are your future plans?** I am rather unpredictable person, always going where I feel I need to go, therefore I keep on looking for new challenges which would satisfy my anxious soul ;)

• **What advice would you give to current SSE Riga students?** Do everything with a passion!. Always keep on looking for new challenges and opportunities because these are the main drivers in the life.

NAME: Elina Cate

COUNTRY OF ORIGIN: Latvia

GRADUATED IN: 2009

LIVES IN: COPENHAGEN (DENMARK)

HOBBIES: Concerts, traveling, good food and music

• **Why did you decide to continue your studies and obtain a Master's degree?** I graduated in 2009, which was the time when we experienced an economic slowdown in Latvia. I wanted to go out and get experience, however, I came across the fact that companies wasn't hiring and it was very difficult to find something appropriate. This made me decide to not waste time, but go and get further education as I was planning to do it some time down the road anyways. I also wanted to get an education with a more narrow scope, focusing on a certain field as the degree obtained in SSE contains a very wide scope of subjects.

• **Why did you chose to study in Aarhus School of Business? How did you like the study process there? How is it different from SSE Riga?** First of all, because there was no tuition fee and the university is internationally recognized. As SSE Riga has a partnership with ASB, I got a lot of information about the university beforehand and was satisfied with what they offered. One of the reasons why I decided to come here was that in some programmes there is a double degree programme, for example, I, as a student of MSc in Marketing, had the possibility to apply for EURECA double degree programme, which means that in 2 years time I received 2 master diplomas. I was awarded with this opportunity, which meant that I spent one semester in Munich, Germany, and in the end I received a MSc in Marketing from ASB and a MSc in Consumer Affairs Management from TUM (Technical University of Munich).

Overall, the studies here are more relaxed and more up to you. If at SSE Riga we were used to tough schedule and many assignments, then here no lectures were compulsory, and there were less assignments and group projects. However, in other programmes it may vary. Lectures also did not take so much time - on average 3 hours per day and usually only 4 days a week.

All the academic matters, lecturing style and structure of courses were very similar to ones at SSE Riga, and this is very advantageous to SSE Riga graduates, as students from other countries had difficulties with



reading academic articles and books, etc.

Another different thing is that ASB is a huge university with many international students, in contrast with SSE Riga where you know everybody, so people are not spending 24/7 in the campus. Due to a high number of students, you also might not get a lot of nannying from the staff. Also you have to buy all your books (if you decide that you need them) and pay for printing and copying.

• **What a student needs to know before planning to enter this university?** I think that there should be no problems admissions wise as well as with the studies itself – I believe SSE students should be able to handle this very well. The thing to consider is the financial side of the studies (there is no tuition fee, however living expenses are high) and the student needs to plan how he/she will support life in Denmark. Also, as this is a big university, don't expect a lot of personal treatment. Also, the studies are highly academic, with actual real life application of studied theories reduced to minimum.

• **According to the Alumni database, you are currently working in Euromonitor International as an Industry analyst. Could you tell us about your everyday duties?** I actually just ended that job as I got a full time position in Reputation Institute as a Project Manager in Copenhagen (Denmark). I was working for Euromontior International only as a freelancer aside from my studies. My current job involves management of research studies.

• **What are your future plans?** As I have just started a new job, my near future is connected with Copenhagen and establishment of myself in the current position.

• **What advise would you give to current SSE Riga students?** I would advice to be brave and hardworking. Anything you want can be achieved if you work for it. I also would advice to not stop and settle for things (work, location, etc.) until you feel that you are at the right place.

ANASTASIJA VASILEVSKA

EXCHANGE MYTHBUSTERS II

It's time to continue talking about exchange!

Egle Gruselionyte
(Universidad Rey Juan Carlos, Spain)

What should we know?

University: URJC is a huge institution with four different campuses, which means that the amount of the students is enormous. Therefore, everything takes wayyyyyyy longer than in SSE Riga. It also means that you have more bureaucracy. But the staff in most cases is very helpful and tries to accommodate your needs.

Studies: I think that the majority of students on exchange will agree that studies on exchange are way easier than at SSE Riga. Nevertheless, you should take into account that you have responsibilities for SSE Riga also (Research methods, thesis). Moreover, the work here is also based very much on project works; usually it takes up 40% of your mark. As you choose subjects from different degrees the workload is not equalized and some weeks you may find yourself working till 2-3 am in the morning in order to fulfill your obligations for both universities.

People: Very open :D No surprise here if you take into consideration the culture of the country. Meeting random people on the street, bar, metro is nothing unusual. I am joking that in the bar you can be alone around 5 min afterwards you are just meant to have somebody to talk to you :D If you know some native people beforehand it is even better because they will get you in the circle of their friends. All in all, Spanish people are very open and keen to make new acquaintances.

Entertainment: Well, if you are going to Spain you have to understand one thing: Spain is in love with "fiestas" :D Madrid especially! Monday, Tuesday, Thursday or Saturday - it does not matter at all... You can always find people having a party. Actually, this goes not only for parties, here you can find anything you want: capoeira, latin dances, language exchange, just name it. There will always be a person who wants to do the same as you.

More: Spanish language:) You definitely can get away without knowing it, no biggie. Nevertheless, I suggest studying it before, because it opens so many doors. First of all, you will meet way more people as Spanish people have an unusual disability to learn another language. Second, if you try to speak their native tongue (no matter how broken your Spanish is) they perceive you much better than those who directly grabs English.



What about adventures?

The craziest thing: I think it was just last weekend when I was in Ibiza :D No place to sleep, very limited monetary resources and a heavy heavy bag (and for those who think that sleeping outside is no biggie, it gets really cold here without the sun) :D The end of the trip turned out to be totally awesome as we met one guy from Couchsurfing who is, I think, one of the most amazing people I got to meet in Spain.

Travelling opportunities: Lots and lots of them. Grab a cheap flight and go to any destination you want to or the one which is the most friendly to your pocket.

Does the reality meet expectations?

What you expected: Open relaxed culture, easy studies, language improvement, lots of traveling and loads of new people.

How it turned out: The only thing that is different is studies :D You actually do have to study here.

How much does it cost?

The exchange destination is financed by Erasmus grant and a bit of my own money. Spain is not a very expensive place to live. The most expensive part is additional stuff (eating out, partying (if you are not a girl, because girls here can get free drinks in the majority of clubs and bars)). To sum up, the costs of living really depends on your creativity and lifestyle :D And last, but not the least, exchange here is so far the best experience of my life!!!

Paulius Lingys
(City University of Hong Kong)

What should we know?

University: Not too big in local standards- less than 20.000 students but we don't complain. The university is ranked 110th or so place in the world, which is of course subjective as all ratings but it still tells that the place is not bad. Dorms are 500 meters away. All necessary facilities are in place - nice library with an extensive database access (good for thesis writing), very nice sports facilities (inside university- olympic 50m pool, gym, squash, volleyball, badminton, golf, wall climbing; outside, like 500m away- running tracks, football, rugby fields, basketball, tennis courts, bigger wall climbing and everything else you can think of). They even have an Apple Store in the university! For more stores - it's connected to a huge shopping mall. There are like at least 4 canteens in the university.



Studies: Depends very much on your course selection. I chose three more difficult and more interesting courses combined with 2 easier ones + Mandarin Chinese language (not easy at all). So first 6 weeks are pretty much easy. Then, at 7-8 weeks various assignments and midterms start and from then on it's pretty much the same every week when I have to do something. Workload is not super big but you still have to study if you want to have a good grade. If you don't take too difficult courses, the workload is quite smaller when compared to SSE Riga (you can also easily choose to noli the whole semester and pick Advanced option pricing and similar stuff).

People: Very cool, friendly, diverse and very international, western direction ranging from Australians to Hawaiians.

Entertainment: Nothing much to say - you simply cannot find a better exchange destination for that. Period.

More: There is just too much to tell about everything



else. In fact life here is so tense that I cannot find myself time to expand more. If interested, follow our group in Facebook.

What about adventures?

The craziest thing: We flew to Philippines during a typhoon which killed more than 30 people. All media was packed with warnings of a typhoon coming to Hong Kong in a few days (like - People, hide!) and we were flying to the epicenter of that hell. It turned out to be super amazing in the end.

Travelling opportunities: Very wide. So far we travelled to Singapore and Philippines only but in the closest plans are Thailand, Cambodia, Laos, Vietnam, China.

Does the reality meet expectations?

What you expected: I had my expectations really high following the stories from those who went to HK before (especially Mante).

How it turned out: I can honestly tell you that you cannot set your expectations high enough not to surpass them anyway.

How much does it cost?

The exchange destination is self-financed. Very briefly: public transport - very cheap, food - cheap but depends on whether you can adjust to Asian food (if you can, veery cheap; if you can't - you'll struggle, e.g. dairy products very expensive), partying - expensive (like in bars beer 5 Eur, cocktails quite similar), traveling - depends (Philippines very cheap, Japan on the other hand extremely expensive). In the end - seriously people, we are having the time of our lives here; it's not just that it's great, it's way cooler.

SANTA KRATULE

FINANCIAL ECONOMICS -

A PART OF YOUR CHRISTMAS HOLIDAYS?

If you tell a stranger: "I'm from SSE Riga" the instant reaction is something like: "Did you have Financial Economics? Have you passed it?". It seems that everyone knows about it, everyone talks about it and everyone frightens you with it. But, what to do if you're a second year student at SSE Riga and there are countless days until it starts? How to spend the holidays? Our dear Year 3 students know better how to do it right.

"Do nothing in advance! It is a myth that during Finance there is no room for party!"

"The sooner you start, the sooner you get fed up. Better preserve your motivation for January and March, and plan these months properly :)"

"Make sure you have a really good winter holiday! Hang out with your best friends, visit faraway countries, spend a lot of time with your family - you won't be seeing them much throughout January and February, you know. Personally, I haven't read any articles in advance - and still passed the course with merit. Good luck!"

"Finance is like a marathon: the ones who start too fast not always finish. Make sure that you divide your energy equally throughout the course! "

"Reading some material beforehand is beneficial but don't take it too hard as good relaxation during holidays and proper mood is the most important."

"Start lifting some weights, it was pretty hard to get all those piles of compendiums home."

"Do not be late !!! Everyone will hate you otherwise."

"Make a party every night, that's the real FE!!!"

"Drink as much as you can during holidays and then buy a bottle for every completed quiz for motivation."

"Eat a lot of vegetables!"

"Honestly, after finance the rest of the studies is just holidays, so this is the last thing left to do, so don't be afraid and just do it :)."

"When the course kicks in, at least once a week, take a BREAK for a couple of hours to go somewhere and clear your head... "

"All in all FE is about self-discipline and self-motivation - nothing impossible if you've successfully gotten so far... "

"Please keep studies for later. All it takes to pass the course is discipline and time management. You can party all you like during finance as long as you fit into your schedule. "

"Plan your weekly study material - so that after lectures you know what are you going to do, and not just say...well I will study something..."

"If you have boy/girl friend - say that you are not coming home for lunch anymore. If there is no boy/girl friend - then at least find a friend with benefits - you will need it..."

"Studies forbidden! You will not be able to grasp the essence of the readings still, so what is the point of wasting your time and nerves?"

"Do what you love! Just have a life. Cause soon you won't have it anymore."

"First, make sure to establish warm relationships with guys named Shleifer, Rajan and Zingales in advance. Second, take it easy, because no model really works, EMH is just a question of faith, and soon the whole theory you're going to learn will change"

"Just DON'T read anything in advance, don't even look at these books, party hard, meet friends, celebrate New Year, take the best from life... And then work hard just for 2 months, as easy as that! :)."

"The fun facts: 1. Towards the end of the course, you might need to spend much less on alcohol to get tipsy... 2. Vodka shot in school the moment after FE will taste like freedom... 3. Night after the exam will be one of the best parties in your SSE Riga life..."

So, will you change your Christmas plans?

TATIANA ARVENTI

HARD TIME - GIFT CHOOSING

And here we go, it's time for Christmas. All the exams have passed, but winter parties are just starting. You can think about meeting your friends and socializing out of the school. It doesn't matter whether you are from Latvia, Estonia, Lithuania, or from another country. We all like to give and receive gifts. That's why it is very important to pay attention on what we gift and how we do it. So if you still doubt on what to give, this article is just for you.

The best gift is not which you will put on the table and let it stay there, but which can remind you about the person you received the present from. There are a lot of types of gifts: Christmas Food gifts, Christmas Hand-made gifts, Decorative gifts, Luxurious gifts, etc. So I want you to look at some top positions gifts. And that's how we start.

The most popular gift...

... is a watch. It's classic and nearly always a welcomed gift. Guys appreciate it the most, wherever they are waterproof, sporty or luxury ones. It's easy to personalize it, put an important year or maybe some sticky phrase. Everything depends on your fantasy.

The tastiest gift...

... is definitely candy apple. This receipt is known all over the world. It's a sort of sweet that can be made at home, but you can still buy a nice one in the shops. It should look like a big apple that has been put in sweet syrup, but all this syrup has been frozen. Sometimes you can decorate an apple with some nuts or muesli.

The best handmade gift...

... can't be shown in a single way. Each of us has some strong preferences regarding hand-made things. But in general the most popular are postcards, sweaters and candy trees. All of them are very easy to make. You put all your heart in what you do, and even if it doesn't look so nice people will be glad to receive your present. (Cheap one, but takes time)

The top luxury gift...

... should be something very special. Everyone likes travelling, but the more exclusive your trip is the more happiness it gives to you. So the top luxury gift we will set a trip to the MOON, being a moon tourist is prestige, but the price for this enjoyable pleasure is very high – \$100 million. The company Space Adventures offers you a chance to buy a trip to the Moon. The only thing is that above the price you have to fund the trip by yourself.

The most practical...

... is the thing that could be useful in the kitchen. Everyone gets tired during all the preparations. Why not to help your mum or dad with cooking? Or just save the time for yourself. Buying electric cookers, Cocktails books, and another kitchen equipment will be seen like a very useful gift. NOTE: never gift any device that reminds him/her about work. Gift should be relaxing.

Feel free to choose a gift as you enjoy it. There are no bad gifts; there are just unsuitable persons for these gifts. So before buying something think if you would like to get this gift by yourself. If yes, definitely buy this one and gift (P.S. don't take it away from the receiver); if not, look for another one. Just don't put shopping problems on a very last minute. Of course, the market provides a high range of this type of gifts too, but the biggest part of them the receiver will just put in some dark place where no one will see it. Useless money consumption, I believe, won't show you as a polite person. Take these tips into consideration and gift carefully. I wish you a Merry Christmas and a Happy New Year!



ANASTASIJA MURAVJOVA

The Insider

DECEMBER 2011 SAMPLE PAGE



Gifts - undeniably awesome!

Christmas is approaching and so is the tradition of giving... but what to give?

As we become older the meaning of Christmas changes. It is less about the presents you expect to find under the Christmas tree, but more about what you wish to endow. People around us have started to care a lot more about what others will think of their presents. It has become as some sort of competition, where winning feels as receiving a bag of gifts.



Our intents could be great, however, our imagination sometimes struggles with a part, where you actually think of other's

most wanted. At some point we all want to receive some help.

You can never get it wrong by giving warm and old-fashioned; "remember your grandma" presents knitted mittens and socks, which you can fill in with fiddle-faddle.

Nevertheless living in the 21st century sets some preferences, as we are constantly being pursued by Christmas advertisement from the mayor electronics suppliers like Apple or Samsung as they have recently introduced the world to tablets, which have made the top "I want for Christmas" list ranking.

Don't forget the people who matter, when you go on the winter holidays. Family of course comes first but the people who would be happy and overjoyed for the slightest comment or even a small gift for Christmas is our staff, people who get up everyday just to try

and hopefully succeed in helping us become better.

Give and you will be given back! So give good and spread the joy in this snow less time!

Reinis Abikis and Irena Svilpe



Wishing you a merry Christmas!



Next time read

What is the best way to back in shape for the upcoming year? Lectures share their ideas.



15 minutes

Monday, December 5, 2011

Da Vinci Sleeping Schedule

The *Da Vinci sleep schedule*, also known as the "sleep of genius", is a type of sleep which involves sleeping not more than 3 hours a day. Basically, the system requires people to sleep *15-30 minutes* for every four hours that they are awake. This technique, known as "power napping" or the "Uberman's sleep schedule" is actually in use in many corporations as a way to raise productivity of their employees. People who try the *Da Vinci* sleep schedule often go through a very difficult adjustment period.

Frankly speaking, it looks like most of SSE Riga students are familiar with the *Da Vinci* sleep schedule. During the 15 minutes break one can admire different postures of making yourself comfortable when sleeping in Soros Auditorium. The good news is that the dog times will soon be over. Vivat Holidays! Vivat Christmas Break!

Tatiana Ciumacova & Volha Holub



God moves in a mysterious way...

Four months have passed since I came to Riga. Four months of incredible, unbelievable things which make you jump out of the bed with a smile on your face after two hours' sleep, which give you tremendous drive and confidence. The person whom I was before didn't know where to look for passion and inspiration. Here, at SSE, passion and inspiration themselves are looking for you, you simply need to free your mind and open your heart.

When the true feelings which come from the bottom of the heart are put into words, they often sound artificial and exaggerated. I do not want it to happen, but I still want to share my thoughts very much. SSE Riga has become more than an educational institution for me, it is an inevitable part of my life, it shapes me as a person. So, how it all started...

Indeed, God moves in a mysterious way.

When I was finishing school, I was considering so many options of what to study next -all of them, except one... economics. But life is unpredictable, you never know what surprise it has in a pocket. I didn't know either, but of all surprises I've received, getting to SSE was the most pleasant one. I learnt about this opportunity quite by chance, but once I did, I could not think about anything else. Something made me so confident I would become part of the School that every time I was thinking about it, I secretly smiled to myself imagining what my life will be like.

Reality overcame my expectations by 100%. Now I have a little bit more time to analyse what has been going on for the past few months, but I still cannot fully realise how lucky I am. Since the very first day and the very first look at the building of our School I have been sure I made the right decision. Perhaps, it was the best decision I have ever made in my life...

I remember the first weeks of my studies here. It was difficult, very difficult. I remember my mom's worried face, she was on the point of bringing me back home. Did I really look so miserable? Well, moms are always worried, that's their job ;) Then I started to get used to it, now, and this is not a joke, I enjoy it. Many of you, I believe, have had the same experience, and this is the true SSER style. Push yourself to the limit and find

out what you are really worth of, that's how it goes at **SSE Riga**. Intensive, crazy pace of life with everyday challenges, that's what we love about **SSE Riga**. It depends on us what the School will be like tomorrow, because **we are**

SSE Riga.

I do not know whether it was predetermined that I would become part of SSE, or it was a reward for my efforts and hard work, but does it really matter? I am here and now and I know that things I have been dreaming about are closer than ever, it only takes my desire and passion to do it. And I found them thanks to SSE, which is one of my greatest passions. If you feel the same, let's change this world together.

Viktoria Pilinko

The Insider Pick me;)

WISHES FROM HEART TO HEART

"The most tasty, fun, warm, crazy, energizing, and inspiring holidays!"

"Lots of strength and endurance next year (will be handy during FE)!!"

"A bottle of Single Malt is a good present for your dad. Especially when he drinks it with you."

"Best of luck with your extra-curricular activities! :)"

"New iPhones!"

"Year 1: prepare for second semester and start looking for a valuable internship.

Year 2: withstand.

Year 3: aim higher."

"Never miss your chance! Get inspired!!!"

"Stop being the way you are!"

"Stop being sad and be AWESOME instead! Rasa :)"

"May this year's Christmas remains in your memories with extra warm, fuzzy and lovely feelings. May every persons you meet makes you smile. And may the Christmas feeling helps you to survive rest of the year @ SSE Riga! Merry Christmas."

"I wish you sweet Christmas. Full with love and happiness!"

"Always keep following your desire."

"Merry re-exam period everyone!"

"Year 3 - to graduate!

Year 2 - to pass finance!

Year 1 - to find new friends and not to forget old ones!"

"I wish you self-realization and lots of pleasant moment spent with your family!"

"Happy F and merry E!"

"To outperform the Y3s with our FE results and kick Anastasija Oleinika's butt!"

"I wish everyone not to forget that there are more things to life than just numbers and formulas. Be kind and nice, enjoy your life, spend time with the ones you love and be happy! Remember, money can't buy the most important things."

"Second language"

"Love"

"Stay true to yourself and do not be afraid to be different. I wish everyone that the new 2012 year brings answers to important questions and inspires you to make this world a better place.."

"If risky businesses/sports don't kill you, boredom will."

"I wish my schoolmates to graduate the university with excellence, overcome all difficulties they face, never give up and be happy upcoming 2012 year!!!"

"Grow up and not old, but if you grow old then do it cool."

"Congratulations! Christmas is here and no more exams (for this year). It's definitely time for celebrations! Devote your time and attention to your loved ones :) Merry Christmas! Kristine"

"Get all passes and not get drunk on the Christmas Eve :)"

"Undead deadlines :)"

"To pass :D"

"A little miracle at New Year's night."

"It's already Christmas - time is going incredibly fast! So enjoy your time in SSER, make the others around you happy and eat to satiety on Christmas Eve. :))"

"Wish you all success at school, peace at home, fun with friends and great, great Christmas!! :)"

"The Christmas feeling comes from yourself. If you want to experience it, you have to believe it."

"Pass!"

"Never stop believing in Santa Claus!"

"No re-exams!"

"Get some rest, people. You've earned it."

"Kiss the people you love and love the people you kiss!"

"Remember that the School has it's reputation because of people who are hard working and learn themselves, not because of great lecturers and administration."

"Never feel lonely, feel like you're taking some time out from everyone else!"

"Keep being an awesome SSE Rigion!"

"Shine! Smile! Love!"

Ho Ho Ho Ho

