

the INSIDER

#4(125) 2013

Stockholm School of Economics in Riga



AGAINST ALL ODDS, YOU SURVIVED...

NOW WHAT?

GRADUATION 2013

SA General Partner

 **ERNST & YOUNG**
Quality In Everything We Do

SA partners

 **ecogen**

 **4 FINANCE**
P&G

N2 From Us to You

The game's over, guys, believe it or not. But there's no need to feel like at a funeral: work or internship; the beach or the city; alcohol or more alcohol; your summer is going, we hope, to be full of excitement and chill!

Certainly, it's been a tough ride. For Y1s, 'sleepless nights' have turned from a joke into reality; for Y2s, the same can be said about Peter Högfeldt's age old 'I would be happy if all of you pass... after two re-exams.' Y3s could laugh about it, if only, exhausted after three years of self-torture, they wouldn't need to start building their career.

Given all of that, it has still been one heck of a year! Most of us wouldn't trade it away (at least for nothing less than 3500 euros), as it has shaped our identities, developed personalities and expanded our networks. It's the 125th issue of the Insider, by the way. We devote it to our upcoming graduates, who get a bunch of inspirational advice from successful professionals, both from the fields of entrepreneurship to finance. Use them wisely!

And, don't tell anyone, but the Insider might get an upgrade next year, too...

Have a wonderful summer & keep on reading,

Your Insider

The Editorial Team:

**Darja
Jevstafjeva**



**Peteris
Kloks**



**Paula
Rozite**



**Sabine
Vorosilova**



<i>Garage48 Kiev report</i>	<i>4-5</i>
<i>Heroes of the Month</i>	<i>6-7</i>
<i>Debate Column</i>	<i>8-9</i>
<i>Conversation</i>	<i>10-11</i>
<i>Dialogue with Alumni</i>	<i>12</i>
<i>New faces of JPK</i>	<i>13</i>
<i>Memorable moments</i>	<i>14-15</i>
<i>Retro Gossip page</i>	<i>16</i>
<i>Gossip page</i>	<i>17</i>
<i>Specialization courses</i>	<i>18-25</i>
<i>JeJeou report</i>	<i>26</i>
<i>Wishes to Y3</i>	<i>27</i>
<i>Exchange plans</i>	<i>28-29</i>
<i>This is Interesting</i>	<i>30-31</i>

CONTENTS

Graduation 2013

At the time of writing it is 26 May 2013. Last week I participated in interviews of prospective new students. "Why do you want to study economics?" I may ask someone. "Because it is very interesting", the person may answer and I immediately realize that I shouldn't have asked that question in the first place... But I was reminded yesterday of such prospective new students since I shared a feature with them, albeit for a very different reason: Nervousness. They are nervous because of the interview; I was for a completely different reason.

Yesterday my favourite football team, Bayern Munich of Germany, played in the Champions League final, the most prestigious trophy a football club can win. And yesterday they did win, telling me that things happen to those who wait (my team lost the final in both 2010 and 2012 – horrible...). A bit like some three years of work has brought this year's graduating class from some nervous "I think economics is interesting!" young persons to some knowledgeable (now they hopefully know whether economics is interesting or not), skilled and confident (did some say overconfident?) people. And they did it by their own effort whereas I couldn't do anything for my team but hope. Well done. Now go and conquer the Baltics, Europe, and the World! Very sincere and very big congratulations from me!



Dear all,

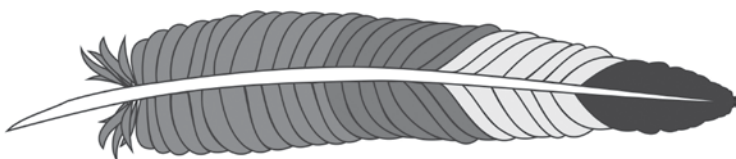
It is unbelievable how fast time runs. This year is almost over and it means that our beloved Y3s will join the Alumni community. When one door closes, another opens. And this is just the beginning of an exciting and challenging road that is ahead of you. If something doesn't go as smoothly as you planned in your life, remember: you have survived FE exam as well as many others and it means that nothing is impossible for you!

As for the rest of us, Y1s and Y2s summer is just around the corner! Good luck with your last exams and have fun during your vacation!

Best regards,

Sanita & The SA board

PRINTED BY:



latgales druka

Our deepest gratitude goes to the people who help us with this issue - our writers. Thank you for everything guys; we will see you next year:

Kseniya Bout

Darya Dmitrieva

Dmitrijs Lasko

Andrei Romancenco

Zans Teodors Jasvins

Ilze Zauere



48 HOURS TO GET RICH OR DIE TRYING

Dear business-minded friends!

Almost all LOE teams have signed their agreements on investment prizes and we are excited to see them working on their projects in room 515. A seminar will be organized soon, so stay tuned and check your mailbox.

In April three of our team members went to Garage48 Kiev. It was an amazing trip and an excellent networking and idea generation event...

Registration for ESCape Summer Bootcamp on August 11-16 is open, so make sure to secure your spot fast! #InnovationRiga in November will focus on a hot topic – Does investment money meet the ideas and what does the road look like?

And last but not least if you have a business idea you would like to develop or want to join ESC to work on our projects, feel free to drop by.

Marija Odineca & Oskars Gauks,

Room 515

Trip unravels Estonians jokes about Latvians

If you are living under the roof of SSE Riga, you probably know what Garage48 is. Garage48 is a meeting place for people with ideas, business & marketing skills, designers and IT developers to join forces in turning ideas into working ITC product prototypes in 48 hours.

This time, Garage48 took place in Kiev, one of the pearls of Eastern Europe, a city which is located on both sides of the river Dnieper. History of Kiev takes its roots

back from the 9th century, therefore, a large number of churches and monuments can be found in the city's limits. An interesting observation has been made during our stay in Kiev. If in Riga you can see lombards and second hand shops on almost every corner; in Kiev there are banks and notary offices instead.

We had a nice bus trip from Riga to Kiev and while it might sound long and boring, it was actually amusing and entertaining - jokes from Estonian entrepreneurs and coders about Latvians; inspiring stories of start-ups from all over Europe and friendly and curious Belarus tomozeniki all made this trip unforgettable.

90 seconds to find a team

The event itself was held in the Microsoft office building which is as colorful as an office can be and environment there was official and creative at the same time. On Friday's evening a pitching session was held, during which participants could present their own ideas in 90 seconds using only 1 slide. There were about 30 ideas pitched (ranging from the Bitcoin-hedge to 3D scanning software), but in the end 14 ideas were accepted.

A team consisting of 4-8 people (which include developers, designers, marketing people, project managers) is formed for each idea. Afterwards, for 48 hours teams are working intensively on their product to develop a prototype by Sunday's demo evening. It can be compared to a deadline of a FE report, when people do not sleep: a twelve hours sleep per team during these 48 hours is common.



Child budget planning application 'Monekid'

It uses a simple principle: if your child wants a new toy, he has to participate in earning it.

If your offspring wants a new PSP, parents together with their kid decide that the child has to earn 30% of the cost. Then parents decide on tasks which the offspring has to do. It also adds a certain money bonus to kid's account. That way, the kid learns that things don't come free in life.

Check out at monekid.com

The environment is friendly as teams help each other if problems arise, even though they are competing against one another. In addition, there are checkpoints where you can receive constructive feedback from various mentors from such companies as Skype, Microsoft,

Pipedrive and others. One team managed to get an investors attention during a checkpoint which is a quite rare turn of events.

SSE Riga collects prizes

Sunday is a big day. On Sunday you already see the working prototypes of the ideas pitched just 48 hours ago. It is really impressive how something seemingly unreal turns into a realistic product in such a short amount of time. It proves that by having a great team and a cool idea it is possible to get significant results in only two days!

SSE Riga participants were successful in getting the Microsoft Special Prize (Monekid) and the Runner-up award (PlanTo.co).

Besides all mentioned above, Garage48 is also a great opportunity to expand your network. The event is IT focused, however, even without a deep knowledge of coding you can still be a project manager, marketer or a developer of the idea.

Next Garage48 event in Riga will take place in November. We will be waiting for all of you there.

Follow the news on Garage48.org



Project management tool 'Planto'

It is a mix of a mind map and Gantt chart together. The tool can simplify the management of any project, from house repair to corporate project coordination. The product has a user-friendly interface and is easy to use and follow.

You can sign up for the beta version at www.planto.com



They say even Bill was following Garage48!

How to get a girl in Ukraine

Eight magic steps:

- 1)** buy a bottle of vodka,
- 2)** have a bench,
- 3)** have a few Ukrainian girls sitting on the bench (they always do),
- 4)** know some Russian,
- 5)** be drunk and start a conversation,
- 6)** get them drunk and wait for two hours,
- 7)** divide in couples,
- 8)** feel free to improvise.

How to evade prison in Ukraine

Ukrainian police is a something.

After a night city tour, we were too tired and decided to cross the street in a place where it was not allowed. Close, there was a small police department (not working). An Ukrainian vehicle registration plate was lying just nearby, and we made pictures with it. And the Italian guy, who was together with us,... decided to take it as a souvenir!

As it always happens, two policemen came out of nowhere, greeting is with a phrase: 'Nu cto, popalisj hlopci.'

They asked for our passports, and tried to explain in half-Russian, half-English that we have broken the law. On the way to the police department, we had to use our negotiation and dispute resolution skills, in order not to be punished.

Luckily, this story also has a happy end. The policemen just wanted to talk with someone, and eventually brought us to the main street. They acted as our bodyguards during the trip home.

Moral of this story: Take souvenirs elsewhere!

MARTA KHOMYN:

“STUDY HARD, PARTY WHEN GRADUATE”

You're the top-score for the whole year among all Year 2 students. Did you even know that such a rank exists?

Actually, I learned about it only yesterday. But I don't think those ranks are very interesting. They are also always changing.

How much time do you spend on your studies? Are you the person who's always sitting with the books?

I have compared it to other people, and I can say it's not extraordinarily much, really. I also have quite a lot of stuff in my extracurricular activities (180 Degrees Consulting). I also like to sometimes just chill off (smiles).

Did you manage to find an internship in DoO, too?

Yes, I found one option in DoO. I have another option, outside Latvia, too. So I still have to make a decision. Either way, it'll be in finance. As for first year, I went to Citadele bank.

Have you already decided to pursue a career in finance?

I have a rough plan only. It will either be in finance, or management. But I will probably go on studying to get my masters. One way would be studying in Stockholm. Another would be perhaps Austria, as I really like countries that are close to mountains. I'm actually going on exchange there!

Do these top-scores help in any way when searching for internships, a job?

I guess it's not the crucial prerequisite. In fact, knowledge of Latvian can be more important in some cases. But I think the top-scores can get you to the interview, and then it's up to you and your skills, attitude and grasp.

For one, the top-scores allowed you to become a TA in a subject you like. You chose Micro, and students were pretty happy with

you!

M: I really enjoyed the TA experience! I felt as if I could make a difference. As for teaching in general, I can't say definite no to pursuing it as a career option. But some exposure to the industry first is necessary.

How do you maintain the motivation throughout all the



courses? For some people, that's the main problem.

Most courses are just interesting to me! Of course, there can be discouraging factors such as the lecturer, organization or outside circumstances. For instance, during Financial Accounting at the end of the first semester I wanted to go home and enjoy the holidays (smiles).

But generally one has to deal with the pressure of learning things on your own. Some courses aren't explained well at all. I know the feeling of being overwhelmed and thinking: I just can't do it! But, believe me, you can. It's just that you don't believe you can. Do little steps every day.

One way is, as you say, to force yourself to doing stuff. The other might be getting into teams. What's your attitude towards studying in teamwork?

When I have to prepare for an exam, I study alone. In that sense I'm more like Viktoriya than Lauma. Actually, me and Viktoriya were roommates. I just think studying on your own is more natural. Teamwork can be effective when you discuss ideas on the given articles.

Do you have a specific plan how to prepare for an exam? It seems

you're quite good at it.

Nothing very specific. I don't particularly like books (laughs). It strikes me how wasteful efforts can lead to nothing. A lot of people think reading books will get them the score, but that's really not the case. Moreover, you're forgetting 99% of what you read. You have to make notes; try to write some ideas down after reading without looking into the book or slides. For most of the slides, put 80% of work in what the lecturer emphasized and what's said on the slides.

Some people are critical to whether people who score the highest are ones who actually know the most. How good is the correlation, do you think?

There's obviously not a correlation of one (laughs). Perhaps the person who knew the most was reading the book all the time (smiles). But really, it's also about luck and how well you can perform under pressure. And it's also about learning exactly the stuff needed for the exam, not the irrelevant things.

Why did you decide to go on exchange? Some people say that you don't go to study.

Well, Talis is not here, so... (laughs). The only thing to keep me here would be a finance course of the highest quality. There's also the pleasure factor. I want to relax, go to the mountains, ski and travel!

Have you decided on the bachelor thesis topic?

I guess it will be in finance. I can't say the research question yet (laughs).

As you recall your two years at SSER, what would you suggest to the current and upcoming Year 1's? What would you have done differently?

I would have probably joined the Debate Society (laughs). When I came to SSER, I felt a bit overwhelmed and was afraid I won't have time for everything. I had to prioritize, and one of the priorities was studies.

Otherwise, I would perhaps try to adapt more the way I am used to do things to the way they should be done, the ideal way. I always want to become better.

AUGUSTE LEVCENKAITYTE:

“I START STUDYING TWO DAYS BEFORE THE EXAM”

How long do you spend in the morning dressing and making up?

Today I woke up at 8.35, spent 6 minutes for make-up and 4 minutes for cloth. I just take whatever and that's it.

Are you a shopaholic?

No, I don't go shopping a lot. I think I could go more often. What I do like are sales. Yeah, that's my thing. If I know that I can buy it cheaper then I don't buy it now.

Is there a woman you would like to be like in appearance and image? And the one you would like to be similar with in social position and actions?

For me, appearance goes with character together. What about some idol – no, there is no such. Now I'm trying to find someone. The Queen of Jordan, I follow what she is doing. She is a leader and a public figure. As I feel men are more in power, it's hard to find a woman in publicity.

You are known to be a movie-lover. What kind of movies do you enjoy?

All kinds of movies. Good movies. There is no specific genre. When the Oscar comes out I watch all of them.

Do you cry sometimes while watching a movie?

No. I really like when the film manages to get some emotions from me. I like when the movie frighten me, when I don't know what is going to happen next.

But are you generally an emotional person or do you control yourself?

I am emotional actually, but not too much. Being completely rational – no. I more rely on intuition.

Do you read any fiction books?

I prefer film. It's visual, you can see more, you can see how the director works and actors express more emotions than words can tell. To describe an emotion, you can use a thousand words and it still won't be exactly what it meant to be.

What else, except watching movies, do you do in your free time?

I really like to ride my bike, especially close to nature. I like to organize events, this is what I do.

What is so special for you about organizing events?

It's achieving something, creating out of nothing. You have an idea you want to realize, you have a goal you want to achieve, you can make a change.



And finally let's talk about studies. As a top-score, give some advice on how to study well.

I'm the worst person to give advice. Ok, there are some worth mentioning. The way I study is 2 days before exam preparation. It's not the most beneficial way. I'm planning all the time in my New Year resolution that I will do all the homework, but that hasn't happened yet.



How do you manage to cover the course during these two days?

You just study. You make your purpose to study. You think what you have to do, for example, read the book. This is what I like to do. If I read the book, I know that I understand and anything unexpected won't come up. I read lecture notes if I have any, if I don't have them, I ask someone who has.

What the hardest moments you meet during the studies? Do you suffer from procrastination?

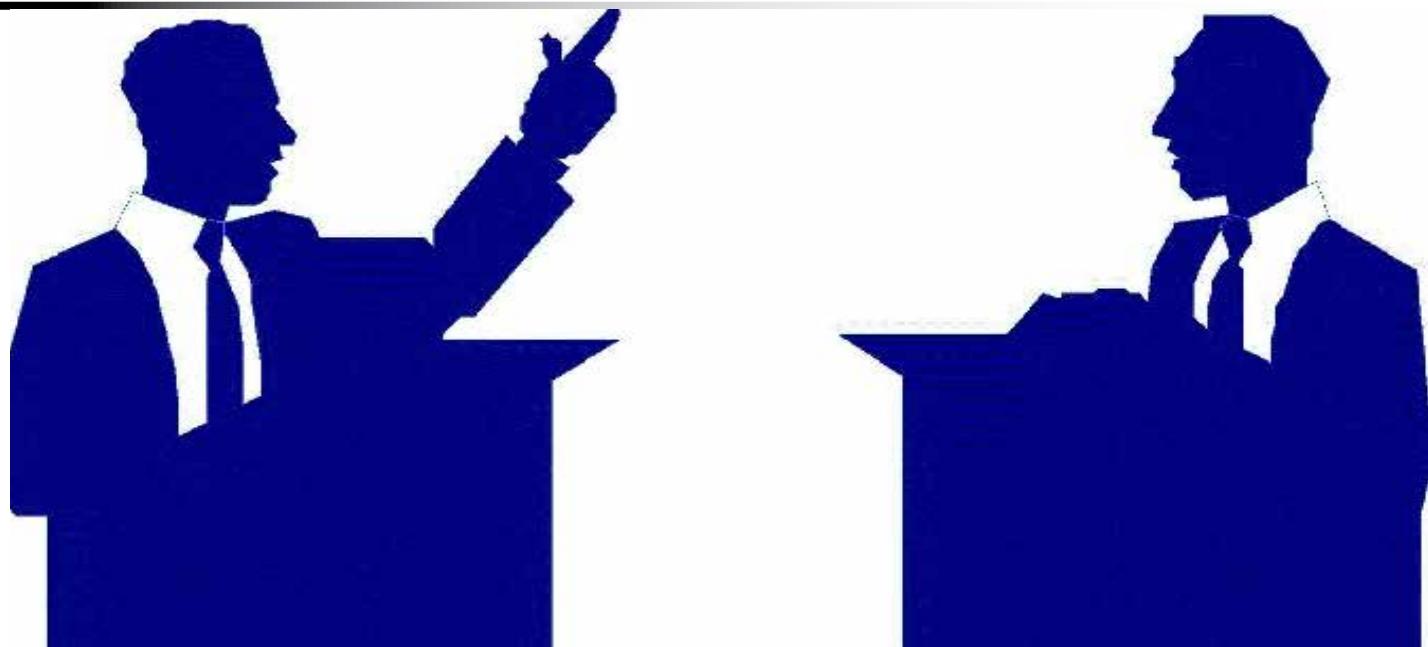
I always think that I will start studying tomorrow. I think, maybe, there is some movie I want to watch, some place where I have to be at or maybe I have to go to the Old Town with my friends. And the worst thing is that you can succeed if you study two days before exam. The motivation really drops because of that.

What did you like most about this year in SSE?

I liked the experience and the people here. This is what this University has and has to be proud of: the people and the community. All the events run by students, fundraising capability that students have.

What your priorities in life are? When are you planning to create a family?

I'm not a person who plans a lot. I'm more a person who is spontaneous. I don't think it's about the right time to have a family; it's about the right person.



COME ON, IT'S TOO BORING!

THW place the SSE Riga curriculum in the hands of the students

That's what some of us said about accounting. Add research methods to that list, and leave space for more, since almost everybody could add something that s/he didn't particularly enjoy. Yet some enjoyed the courses, which certainly do provide insights into areas that later may define either or academic or professional lives. Wait, can't we just... study the things we like? Is it as simple as that? Let's find out!

**PROP:
WE PAY,
WE DECIDE!**

by Ruta Gabalina

If a reasonable number of students (such that the university can supply a course without it being a waste of money) want a specific course, then it should be provided. When they finish the school they get a diploma listing all the courses they have taken.

This deals with a two large problems: **the goals of university in terms of student self-actualization and aligning the interests and incentives of universities and students** so to best benefit the students.

While we understand that some basic education is necessary without a choice, this is the objective of high schools and not universities. Universities provide extra education, we already choose where we go depending on our career or academic interests, however **we are forced to**

study a narrow range of university defined courses that we cannot see any personal benefit in. The purpose of university education is self actualization- defining your life as you want it in both today and future and we think the plan of students choosing their courses without limitations is a good way to achieve both.

The problem with the status-quo is that the **interests of a university are not necessarily aligned with those of the students**, such as wanting more high earning (and therefore donating) alumni, or to boast about them entering popular companies, rather than pursuing, for example, volunteer work in Africa. Universities are also slow at changing, the people teaching us did not grow up in the same environment that we did, and universities are known to be infamously stagnant.

Students are both best incentivized (because the quality of their education will impact their life) and best informed in what they actually

want in life, what they are good at and interested in. It is very unlikely that a student would take out a 10,000 euro loan and spend it wasting their time on a useless education that cannot get them the job they want. We also think **this encourages students to take more responsibility for their lives earlier on.**

This will also improve the quality of learning. The status quo demotivates not only those who aren't interested, but everyone around them as well. We are better at remembering and participating when we actually find something interesting. **This plan can also help cater to more different learning styles not requiring all students pass the same criteria to get a degree.**

And lastly, universities are more incentivized to provide **more interesting and higher quality courses to keep attendance high under** our plan, thus aligning what the students want with what is required from the academic institution to be successful.

OPP: LET'S FACE IT: WE ARE HERE TO BOOST GDP

By Kalvis Altens

The main purpose of SSER is to provide solid business professional and employee base for Baltic region to boost its economic productivity and encourage further growth. To ensure this, it is best for the experienced administration to decide upon the content of curriculum, while remaining open for suggestions from students, alumni and other related parties.

SSER is a small and limited fund business school providing professional/vocational education for students to excel in their business-related careers mostly within the tiny Baltic context. **SSER is not an university, enabling highly-motivated students to pursue their own independent academic interests, learn for its own sake and**

view the education not as means, but an ends in itself, all of which can be easily done in Oxbridge and similar western institutions with billions of endowment money.

We say that the **content of such professional education adding to productivity and growth should be left for other professionals to decide upon**, namely, administration, alumni, employers, etc. They know much better what is necessary for climbing the career ladder and what is necessary for growth in the region. We believe that there should be certain freedom left for a student to make choices about the content of education he/she receives and current elective and specialization course system perfectly provides this freedom. **Free online courses give additional opportunities for self-actualization and personal development.**

Another point to consider is what will happen with the small and closely united community as part of SSER identity. Students will have to form groups of certain size in order to study the subject they want. To

form one such group, people will have to align sometimes opposing interests to actually decide on a particular subject everybody agrees to undertake, which creates tensions, grief and other negative emotions. Those groups who didn't get what they wanted will be dissatisfied. **The SSER community can become so divided because of these groups and conflicts, that we might be left wondering whether there is such one community anymore**, which is a bad signal for school's identity and thus reputation. A curriculum that changes every year only worsens the situation, since that is a sign of instability for potential applicants.

Finally, **we should not neglect the enormous costs associated with designing courses and finding lecturers given the Baltic context**, which would end up in raised tuition fees or simply disregarding some group interests again creating tensions thus frightening away high-potential students, which even further undermines SSER identity and reputation.



Not everybody likes every course. Can't we just choose to study what we want?

DO THE JOB YOU LOVE AND ENJOY IT

*More than 100 students of SSE Riga will become Alumni in a matter of days. But these two are special, as just 1,5 year ago they have been presenting you with interviews, articles and gossips, just like we do right now. Presenting **Tatiana Arventi** and **Dmitrijs Lasko**, part of the Insider editorial team of 2011.*

In a few days, you will be having your graduation party and leaving the nest afterwards. Any thoughts, feelings you would like to share with the reader?

Tania: I don't believe it is graduation already. It feels like we were making our first Insider issue not long ago, 3 years have passed by so fast. I guess we all have to leave behind a pretty interesting chapter of our lives but I definitely want to take with me all the wonderful memories.

Dima: Things were a little different for the past few months. I won't be at the graduation party thought. This is actually my chance to say what I think.

Maybe you could share your future plans? Are you going to study, work, or something else?

Dima: I am going to the States for the whole summer to work for the SouthWestern company. Afterwards...it's difficult to choose something when there are so many options. It might be work, might be travelling. I would personally go with the second option if it is possible (smiles).

Tania: I guess from 9th of June we officially can embark on a journey to real life. I already have a job and a chosen career path but who knows what can happen tomorrow, after all I am still considering becoming the president of the Republic of Moldova. The world is open and all I need to do is go out and explore it.

Dima: Or stay here, with your current company.

Tania: I plan to! At least for now

Tania, what do you do at your current job?

Tania: I am working in Management Consulting industry.

Just 3 years ago you were freshmen,

ready to join the Insider. Why did you join?

Dima: It looked like the best option possible,

a great chance to try out something new, something completely different from other organizations. All of them did something related to business or economics, but here you could actually go into design, or write articles.

Tania: My relationship with The Insider can be described as love at first sight. At that time I was an exchange student and I saw how my friends were waiting for it, so excited. I said to myself: "I am going to be an Insider!" and I became one.



Name: Tatiana Arventi

Place of origin: Moldova, Chisinau

Position: Organizer and proofreader

Fact 1: First SSE Riga graduate from Moldova

Fact 2: Crazy traveler (Will spend her last cent on a new destination)

The Insider has different kinds of connections with a variety of people. What was your relationship like with the SA board?

Tania: It was both cooperation, negotiation and, I would say a bit of conflict too. Of course, this is how work gets done in teams and importantly we had a common objective: to deliver an interesting magazine on time. So in the process of understanding each other we negotiated on a range of issues like censoring, writing the truth, number of pages for sponsors...

Dima: ...proofreading our president's letters...

Tania: that was the most challenging and...how do you say it... Santa was struggling for 3-4 hours to get the content out of it...

Dima: It was additional experience for us, mostly a lot of teamwork. You might not even feel it, but it's there.

Have you ever consider a career path in journalism, given your previous experience with the Insider?

Tania: I don't see any magazine I would like to work for, except for some unreachable ones (for now that is). It is said that there are 2 types of people: the ones who do something and the ones who choose to look at things being done (or write about them). I consider myself to be the first type. But I do plan to write a book someday.

Dima: Inspired by Winston (Churchill)?

Tania: Ye, (laughs) but you should google for the exact quote.

What was your relationship with the writers? Did you have enough help?

Tania: We had a great team of helpers, even some Alumni helped us with the workload. It was really well organized. Few people missed the deadline, but we always accounted for it in advance. I don't remember having to make the magazine all by ourselves.

Dima: As for writing, I believe this is an interesting question because at

this school we are half economists and half writers. We need to write reports for almost every course.

Tania: If only we could publish the reports in the

Insider and don't do anything else... just kidding. But the writers were of big help to us and the team as a whole was marvelous.

Dima: The names that come to mind are: Kestutis Tyla, Vladimirs Zlotnikovs, Laura Danberga, Liene Grizane.

Any memories of your Insider experience you would like to share? (Funny situations, conflicts...)

Dima: I remember us not being able to agree on the cover all the time but we were nudging the decision making in some creative ways.

Tania: Conspiracy theory? (smiles)

How did you choose the next, at that time, team of editors?

Tania: We had all applicants write motivational letters, do design and interview with us for the positions.

Who do you consider to be a perfect editor?

Dima: It is important to be a good communicator, be able to work at any time with anyone, be willing to take responsibility for your actions.

Tania: He/she should be able to visualize. Look at everything from above and understand what is important. At our school, a lot of things happen on a daily basis and you have to pick out the most interesting things and write about them.

What is the Insider all about anyways? Is promoting the school the number one priority of the Insider or telling the truth is?

Tania: The magazine is called "the Insider," because it is created for our students and for everyone who has to deal with things which happen within the school. We shouldn't promote the school because we live inside it and we know that our school is the best, we

should write the small issues that are relevant only to us.

Dima: Even the opportunity for promotion is somewhat limited, because the magazine is put out in school and for our students. Besides, the truth makes the most interesting articles to read.

Do you believe that the Insider has some kind of image among their readers?

Dima: The first thing they usually open is the gossip page, the middle spread.

Tania: It was in our generation, now it seems as it has moved to the last page. Even during the FE course, you could see that everyone was reading the black pages. Also, I remember Morten saying: "Ok, just enjoy it. I'll be back in 5 minutes." That was funny. Some pages are just traditional: exchange stories, gossip page, debate society, Morten's column. The last one is the first thing I always read.

There seems to be a conflict when it comes to the gossip page. On the one hand, it is the opinions that people wrote about each other. On the other, there is a possibility to harm the people mentioned on those pages. Which side do you

believe to be more important?

Tania: I would like to stress out that when we were the editors, there weren't that many offensive gossips. Nobody wrote about someone being fat or ugly, not in those days. All the gossips were creative and interesting to read.

Dima: It used to be funny, not offensive.



Name: Dmitrijs Lasko

Place of origin: Latvia, Ventspils

Position: Designer and driver

Fact 1: Has 2 dogs

Fact 2: Ran the Nordea Riga's marathon this year

So you would agree that the gossip page is worse off than it was a few years ago?

Tania: I wouldn't say that it is worse; it's simply different than before.

You might have heard some students suggesting cutting the gossip page from the magazine completely. Would you agree to that?

Tania: I wouldn't advise you to cut it completely, but instead awake the audience. We had this idea of looking through all the past gossips and publish the really funny ones, just to let people know how they should write it.

What do you think of the current team of editors and the current issue?

Tania: I think every team struggles, especially with their first issue. It's not the first time in history someone receives bad reviews. But the second issue looks good and we can see that you guys are open for improvements... you still have 5 issues to go.

Any advice you have for us?

Dima: Continue to learn, I think.

Tania: Be creative, don't be afraid to improvise, don't censor and write the truth.

Dima: and don't cut the gossip page.

You are the first one to say that. How do you view the Insider in the future?

Tania: I believe it will be full of articles from sponsors and one spread of gossips.

That is not a very bright future.

Dima: I believe it will stay the same way it is right now: a good piece of reading.

Do you miss it? "The Insider" that is.

Tania: Yes, I miss it.

Dima: At times we wanted to get rid of it. As for me, I haven't opened the next couple of issues after leaving the editorial team. Now I see what the magazine actually does for the school. It is the main source of information for students.

Tania: I know that the editorial team is not very appreciated in school. No one comes by and says thank you for doing a great job and as a new team you definitely should not expect that. Do the job you love and enjoy it.

Dima: You can see that after the release date there are not many copies left in the lobby, that's a good sign.

Tania: I remember there were times when people asked me to save them some copies, because they weren't present at school that day. It is especially great when someone loudly comments on a specific article in the magazine and everyone starts to read it.

Dima: It is the best feeling when you take the just delivered issue and go to the lobby where people are studying. These were always the people who read the magazine first.

Tania: What's better than a fresh cup of coffee and a fresh issue of "the Insider"?

Any final words for the readers?

Dima: I wish everyone to find their path in life, do what they love and do it good.

Tania: Capture all the nice moments you have during these 3 years and take them with you. There won't be any other years as these, they are exceptional.

Dima: I am grateful for all the people I met here, we became close friends.

IFUND PRESENTS:

IGORS LAHTADIRS

What did you do after your graduation? How did you decide to go into the financial services sector, not into marketing or something else?

By the time I graduated, I had already been working full time for several months. During Y3 I joined Beauchamp (now known as Linedata) working as an analyst with Portfolio Management and Front Office systems intended for hedge fund clients. Why I decided to go into the financial services industry? As a student, I was always more interested in quantitative subjects like Macroeconomics and Financial Economics, so I had a basic view of where I would like to be. Also, I had a feeling that financial services could offer rather lucrative upside potential in terms of career progression. Apart from that, I think that the choice of a career path to a large degree depends on the personality. For instance, I never felt like working in HR or marketing, I am just more of an analytical type of person. On the other hand, I felt too creative for seeking fortunes in audit or accounting.

Why didn't you go for a Master's degree?

There were several reasons for that. First of all, I did not want to continue my academic education straight after completing the Bachelor degree, and was keen to get a couple of years of full-time working experience. By the time it happened, however, the financial industry was already living in the past-Lehman world, and opportunities for fresh Master's graduates were much more limited than back in 2007. In addition, after few months from the graduation I enrolled to the CFA program, which was a great way to avoid becoming 'rusty' on the courses studied in SSE Riga and getting more in-depth knowledge of asset management, while simultaneously being able to work full-time. By the time I got the CFA Charter, I have realized that I possess a rather decent combination of knowledge and working experience, and, considering still recovering job market both in Latvia and globally, getting a general Master's degree in Finance would probably not add that much to my profile. At the same time, I do not rule out continuing my education

at some point, though most likely it would be either an MBA program or more specialized Master's degree, for example in Financial Engineering.

Could you please share your Citadele Asset Management experience? How did you decide to work for the company?

After more than four years in Linedata, I have decided that it was time to try out something new. CAM was an excellent opportunity because it could offer real front office fund



management experience, where all investment decisions are made locally. This is the key advantage of CAM as an employer, in my opinion. You are not stuck with a particular sector, but are able to see the 'big picture' and the actual impact of your investment ideas on the Fund's performance. Picking the right investment target is not easy, as it requires not only the knowledge of finance, but also understanding of the industry where the company operates, corporate strategy, and developments in the global markets.

What kind of people fit Citadele profile best?

I think that apart from being smart and hard-working, the most important common trait of CAM team is a natural interest in how the financial markets work. Also, our team is very young, so in practice it means an easy going and dynamic working environment, as well as a lot of fun during various parties and team building events.

You said that you hold a CFA certificate. Was it necessary to become a senior equity analyst at Citadele? How difficult is it to prepare for a CFA exam after SSE Riga?

Getting CFA certificate is more than endorsed at CAM, because the knowledge that you get is very practical and applicable. Having SSE Riga experience is a great advantage for preparing for CFA exams, at least for the first two levels. However, getting the Charter still requires a great deal of effort even from SSE Riga graduates, as on average one needs to devote around 300 hours of self-study for each level. In addition, it requires a lot of self-discipline and determination, because, believe it or not, there is a great difference between attending lectures and motivating yourself for studying at home after having a hard day at work. In addition, the exams (with exception of the first level) are administered only once per year, so the mental pressure could get rather intense.

What do you enjoy most about your work?

The thing I enjoy the most is an absence of routine as such. Markets are moving all the time, so every day brings something new. The flow of information that affects the stock market is enormous, and trying to figure out how a particular stock or an industry is likely to perform in the future requires a lot of intellectual effort. In addition, asset management industry offers much better life-work balance than, for example, investment banking. Working hours are predictable and overtimes can be almost completely avoided, provided you can properly manage your time.

What activities/courses at SSE Riga are the most useful for the job you are doing?

Well, here I would mention obvious things. The absolutely key course is Financial Economics, which provides strong foundation for understanding how financial industry works. At the same time, purely academic knowledge is by no means enough for being successful in asset management industry. Have a keen interest in what happens in the world, read financial news, play stock market simulator like the Investment Game.

Do you have any suggestions for our students?

Try to understand what suits you the most. Be sure you like what you are doing, as otherwise you will never succeed. Also, irrespective of what you are doing professionally, there will be cases when you would not feel like working on some particular task or project. When you face such situation, remember the words of Andrew Carnegie: "People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents are."



This year, Junior Peak Time could be described by three Cs – cozy, competitive and contact-providing. We want high schoolers to get to know each other better while they are being introduced to a student's life and the details of business. Just like before, we keep the popular case studies' and the competitive environment. At the same time, we are adding a little more fun, internationality and time to mix together. Because, in the end, the people around us is what matters in SSER, doesn't it?

Goda Chief Organizer

Goda is the chief this year. Do not be misled by her ever-lasting calm smile – she is always planning something interesting. Always lively and aware of what's around, she perfectly connects all the dots and makes the atmosphere smooth and vivid. They say she makes really tasty pancakes.



Ilona Chief Event Coordinator

Ilona is a team player with a "can do" attitude who has natural ability to establish a reliable and trustful relationship within the team. Ilona is in the Junior Peak Time competition right from its roots, participating in the event herself starting from 2010. But now, she is here to bring new and creative ideas to the event, which is why she has been elected as the Chief Event Organizer.

Gintare Chief Media Coordinator

Gintarė is the Chief Media Coordinator this year. Why her? Because she is creative, communicative and crazy. Her big brain and quick fingers will help to type all the long texts and positive attitude will create a warm atmosphere. On the other hand, it is just splendid to have a good looking girl in our team!



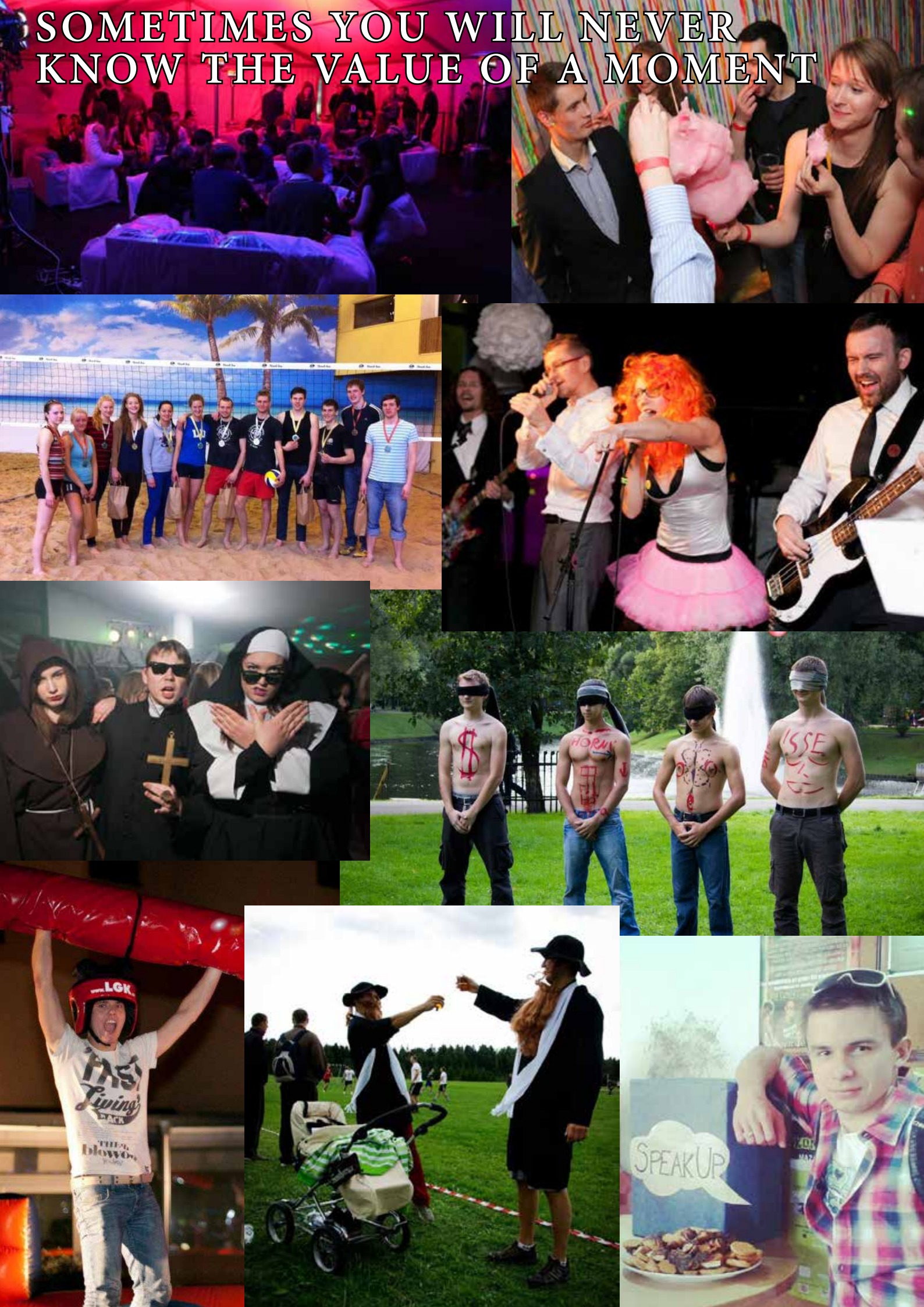
Tadas Chief Promotion Coordinator

Tadas Slimas is our young entrepreneur who, together with his friends, established the company when he was still studying at high school. Tadas is an idea generator who will make sure that all prudent and creative pupils will hear about the competition. He is also a crazy football fan. There are rumors that he scored 3 of his own goals in one game and still managed to win the game...

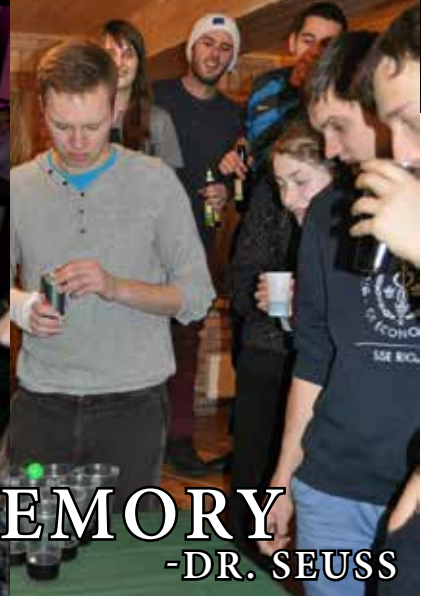
Augustas Chief Fundraising Coordinator

Augustinas is a very active and pleasant guy who will use his psychical attractiveness and persuasive communication skills in order to get some cash, delicious snacks and beverages from various sponsors for the upcoming JPT 2013. By the way, Augustinas will always make sure that the SA room is always clean.





SOMETIMES YOU WILL NEVER
KNOW THE VALUE OF A MOMENT



UNTIL IT BECOMES A MEMORY
-DR. SEUSS

THE RETRO GOSSIP PAGE

***WARNING! THIS PAGE CONTAINS MATERIAL 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 COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)**

They say that Osvalds likes when they call him BIG PAPP!

They say that Dmitrijs Surenans just loves big boobs.

They say that Annija wants to put her life on a balance sheet...

They say that Artur's hair has a serious competition - Liudvikas' hair.

They say that Baiba loves guys with six packs, yet it is still unknown whether it was six packs of beer or just good abs.

Ramona and Tatevik, as a Christmas present for their teammates, made a micro project together and spent at school 2 days.

They say that Alexey likes Enrique Iglesias' music.

They say Martynas Stankevicius has 6 toes.

They say that Andrejs Zavertjajevs leads girls into dark corners.

They say Paulius Jurgutis needs anger management lessons or else he'll break every last piece of furniture in his apartment after losing an NBA video game match.

They say that Adomas creates more than 75% of all the gossip in the gossip page.

They say that Egidijus books an auditorium to play Starcraft 2.

They say that some Y1's fail the exams because they are distracted by Egija's breasts.

They say that African experience in Ganu Street made Nikita's budget deficit bigger than Latvia's.

They say that Zlobins was so committed to preparing an opposition for the O&M report that eventually he didn't show up for the seminar.

They say "Life made complicated with Nikita Jakubauskas".

They say that if you need to solve some issues, Facebook is the best place to do that. Ask Nikita, he's an expert.

They say Domantas is very proud of his sixpack.

They say Tomas likes to party at SSE, but only to party.

They say Andrejs "Big Fat Pig" Birjukovs is really good at pool.

They say Irina Nikitina likes when people gossip about her.

They say that Nikita tends to secretly sneak into girls' rooms while he is playing. That's actually how he finally has found his Rubik's Cube.

They say that Daina knows your laptop password and will get all the info she needs.

They say that Alexey says more swear words a day than any other person says proper words during a week.

They say Valerijs Rezvijs knows lyrics of all the Russian

prison chanson by heart.

They say that Santa Griva tries to search for inspiration to study from Igors during the school parties.

They say Paulius Jurgutis participates!

They say Jelena Cistjaka didn't just miss the start of the lecture. This time she overslept.

They say that Igors was so obsessed about the idea of being a top score that even during the SA trip to Stockholm his best friends were the HRM compendium and calculator.

They say that next year there won't be any Beer Monster. There's gonna be Meelis.

They say that Andrius Ladauskas has onepack.

They say that Egidijus is teaching Auris how to play Starcraft.

They say that Elina Teilane would be the best candidate for a bikini contest.

They say Kaspars Studans brought parties at SSE Riga to the next level.

They say Jelena Šahovska is fearless.

Aleksandras Jocius was an awesome DJ in Essential on a Friday night.

They say Tata knows Mandarin Chinese well; she gives the perfect pronunciation of 150 in Chinese, which is "yebat' ushi".

They scream BASS, BASS, HARDBASS!

This whole magazine is almost taken over by Estere; there should be a new magazine dedicated only to her.

They say that after seeing Konstantin's muscles one Saturday morning, some guys strongly decided to become econometricians.

They say that Eduards Sidorovics is in a relationship with STATA.

FE tip: If, because of studying, you miss your gym training, you can compensate by bringing back and forth to uni all the compendiums - like Dmitrijs Surenans does.

They say Tatiana Arventi suggested FE paper supervisors to check out the paper on erotic capital.

They say the ID list FINALLY got leaked.

They say that Daina drinks beer really really fast. Really. Fast. Wow.

They say that Dominykas' and Kristaps' Economic Anthropology experiment results were so impressive that they plan to lead a new elective on pick-up methods.

They say that Meelis doesn't know guys with a sixpack.

They say Russian adventures in Barcelona. WOOHOOOO!!

They say Justinas spent 2 weeks with Russians and survived, though, life will never be the same again...

GOSSIP

***WARNING! THIS PAGE CONTAINS MATERIAL 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 COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)**

They say that the amount of “spam-reply-to-everyone-email” is too damn high.

They ask, why?

They say, Good morning at 1 P.M.

They say they are writing gossip the day before the exam.

They say, Dan is becoming MITITEL-er as time passes.

They say the guy from the 5th row (Y1) has won the title of the hottest boy of the year!

They say the ID list FINALLY go leaked...again.

They say RGSL students should learn how to behave during electives.

They say no one remembers which Arthur's was Arthur's hair.

They say Kalvis (Y1) is a true ladies man.

They say there are 2 types of people: the ones who care what is written about them in the gossip page and the ones who lie.

They say the next time someone tries to write a shitty gossip about someone's appearance (addressing the person who wrote the PK piece which wasn't put in), the Insider will have a special article called: “Exposure of the innocent or who shits of the sidewalk.”

They say students and exchanges will miss Jekaterina Fjodorova Y3

They say some courses seem to evaluate on ‘bitchy attitude’. Be careful.

They say the beer monster organized Peak Time. What's yours biggest achievement this year?

They say Lauma, Raitis and Andrei (Y2) would have to postpone their corporate finance careers and study Anthropology properly.

They say that the number of year 1- year 2 couples will have increased by graduation party.

They say the current generation of SSE Rigians couldn't come up with a good piece of gossip even if their lives depended on it.

They say at consumer behaviour lectures Estonian boys spoke up.

They say Alumni donation money should be spent in wiser way!

They say at some point SSE Riga might be trampling down the core values of humanity.

They say, Eugenia (Y1) aims for Ebels?

They say there's a legend about sober Čiapas.

They say Lauma Vernere (Y2) thinks she's über alles.

They say we all knew LOE would go out with a bang, well.... good luck trying to hide your scores now.

To 99% of SSE: there is no such word as “substract”. It's SUBtract... look it up.

They say that there is a TA (Y2) who answers the e-mail in 1.5 minutes.

They say that there are some rumours about a secret romance in SA.

They say Pinocchio's nose grows whenever he tells a lie. They say Auguste's chin grows whenever a university rejects her application.

Dorms say Aleksis (Y1) is sooo hot!

They say life is just incredible!

They say guys in suits! <3 adorable!

Claps for Olha (Y1). Dear, you're lovely!

They say Evelina (Georgia) is Miss Sunshine.

They say Gediminas J. (Y2) is very cute.

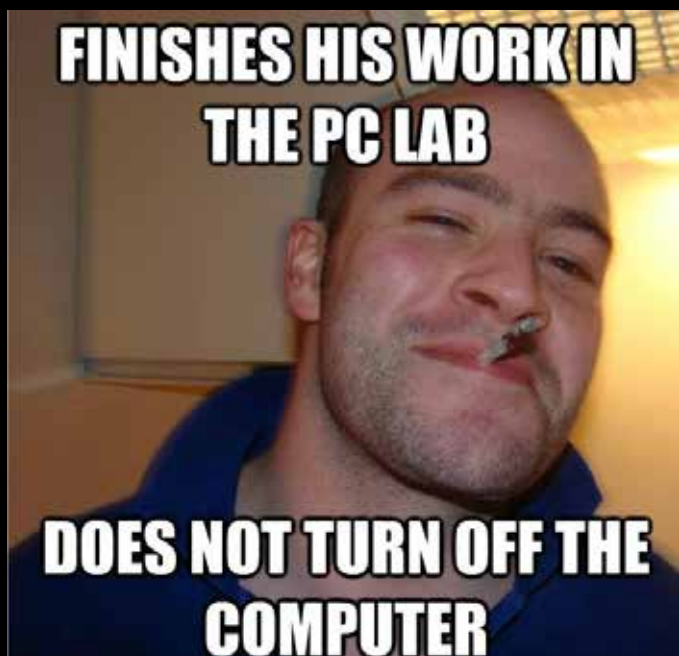
They say Marija G. (Y2) is an awesome photographer! Keep up the good work! :)

They say exchanges love SSE Riga.

They say Lukas and Lynna are an adorable couple. :)

Marina (Y2) has a very warm personality :)

They say Karlis Znotins is cute.



ECONOMICS

AFTER 15 YEARS, ED SAYS FAREWELL

WHAT?

Money
The banking system
Micro & Macro extended
Economic crisis
Economic policies

WHEN?

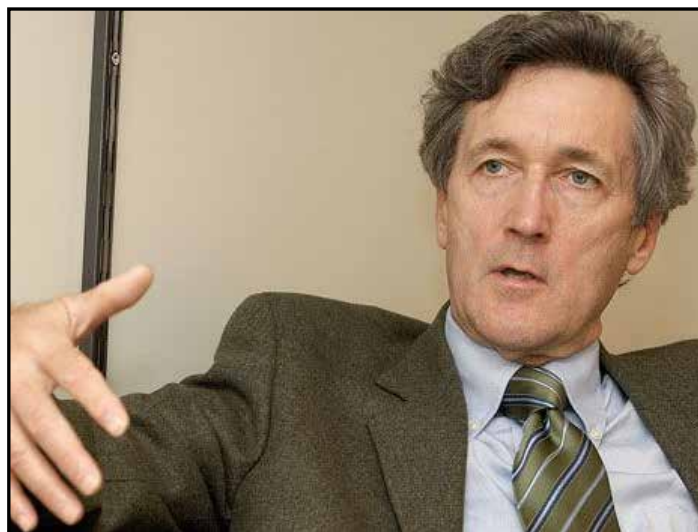
1 month during Year 3

HOW MANY?

28% of all students took economics as a specialization course

HOW?

Quizzes
Pretest
Exam
Team presentation
Individual research project
Attendance matters



Edwin G. Dolan, a legend at SSER

Course grade (student feedback survey):

1 2 3 4 5 6 7



(6.9)

Feedback close to perfect



The lecturer is fantastic, the course itself is very interesting and the knowledge we gain - very applicable.



A benchmark of how university course should look like. We as a students came here to learn, and learn something so that the time we put it would not be wasted. And this course was just that - perfect.



Strong insights in banking industry and what really happened during 2008/9 crisis.



I enjoyed that it clarified general economic theories of the banking sector and so helped round out my worldview.



Was overall one of the best lectures I ever had.

To Y3 economic specialization students,

You are my last group of econ specialization students after 15 years of teaching the course, in one form or another, at SSE-Riga.

It has been a great experience - many of the best students I have had at any of the many schools where I have taught. I hope you will all keep in touch with me on LinkedIn as you develop your careers. It is great to see what you are all doing.

I will still be coming back to Riga regularly to teach the EMBA global macro course, so I may see some of you in person, too.

Best of luck!
Ed Dolan



The only thing to be changed is the quiz schedule. As quizzes were put after the lecture, students were not paying attention to the lecturing on the quiz day.



ELMĀRS ZAKULIS:

HAVE AN ANALYTICAL MIND!

1 **Take economics specialization course if you plan to work in macroeconomics.**

The subject benefited a lot to my career, since I am working in monetary division in Bank of Latvia. The lecturer Mr Dolan was right on the subject. It was pure macroeconomics, which is something I do every day. Many graduates say that SSE Riga program is very business and finance oriented. This course nicely complemented this program with its focus on macroeconomics. The lecturer has written many articles, his experience was very valuable. He gave examples from all across the world.

2 **After graduating SSE Riga, you are very well prepared for master studies.**

The master degree I obtained in University of Latvia was mathematical economics. The education I got in SSE Riga is very good and the subjects at master level seem much easier, given the knowledge gained.

3 **Be ready that you'll have to learn a lot after graduating, too.**

You cannot expect single course lasting for one or two months to teach you all the things you will need. But I was very satisfied with the course.

I specialized in three subject areas. I preferred lecture-based study environment and that very well provided in the course. I remember lectures much better than seminars. It is also useful method given the nature of macroeconomics subject. Report assignment was also very useful.

4 **There are at least three different career paths to take for students interested in Economics.**

Work at central bank involves setting monetary policy; work in ministries set fiscal policy; you can also work in international institutions such as European Central bank or EU Commission. There are now very fruitful grounds for discussion facing, for example, the enormous debt problems.

5 **Take time to obtain work experience before pursuing master studies.**

Then you have much more opinions on the topics you are studying. That at least was recommended to me, when I graduated. Gaining work experience is very valuable for MBA students and probably less so for academic degrees. It also simply helps to ask good questions.

6 **SSE Riga graduates interested in macroeconomic issues are very much welcomed**

to work in Bank of Latvia. Currently we have outstanding job offers for new positions, some of which are related to macroeconomic field, others to monetary policy. We need analytical background and we require good knowledge of English which SSER graduates mostly possess.

7 **The workload can be very unpredictable, so be ready to sacrifice some free time.**

When we have demanding projects such as international Assistance Program,



Elmārs Zakulis

there was lot of extra work. The situation is, however, not the worst if you compare it across industries. It can be worse in private sector.

8 **If you're in the management game, be ready to sit at projects over the weekend.**

Management positions have lots of work especially over weekend when employees send you in their reports and other finished work. Balance of work and private life is dependent on the exact position you occupy.

9 **It is a myth that the public financial sector positions are less competitive,**

if you consider the number of job applicants per one place, then it is somewhat similar to that of private sector. It really boils down to the issue of how qualified the applicants are for the respective position. We have many applicants, and we have to evaluate their qualifications to decide which skills would be more suitable for our tasks.

10 **Read!** I read The Economist and other economic articles in SSE Riga library frequently.

ZANE ČULKSTĒNA:

THINK TWICE ABOUT REACHING THE TOP AT 19

TOP-9 LESSONS TO GRADUATES



Marketing & school

- **Don't worry about the perception of marketing you get in school** – it's probably distorted. Marketing is the tricky part of business and you get better at it only by practice. When I had marketing courses in SSE Riga, many of them seemed generic and vague. But values-based positioning is so much harder in real life!

Agencies = breadth

- As a first job, **choose agencies if you look for breadth**. I chose breadth in DDB agency. They work with many industries and give a better overview. Here, options include going into advertising, media agencies, production agencies or even marketing strategy agencies.

In-house = depth

- **Choose in-house marketing if you are looking for depth**. In-house marketing will give you the depth and inter-relation to business and sales. Go into 'monsters' like Procter&Gamble or Johnson & Johnson, or into Baltic dominant brands (telecommunications, banking).

Personality matters

- **What kind of businesses you would like to market?** You can succeed in any sector. But there are ethical questions involved (I could never work in tobacco). Moreover, approach varies: banking industry is related to macroeconomics; in retail it's much more idea-based.

Get inspired!

- **Take time to get inspired by marketing!** Explore movies such as the Madman. Read about human insights, anthropology and psychology, even arts. It's crucial to have a wider perspective in order to succeed in marketing.

Don't be arrogant

- Remember: as a graduate you're very well prepared, but **don't be too ambitious** by thinking you will become a manager after a year. Of course, it can become personally very hard to realize you're starting from the bottom up, and it will take some time to reach the top.

Do you really want it?

- **Think twice before reaching the top at a very early age**. During Y3, at 19, I was presenting strategies to a board. But the maturity and meaningfulness comes with age and experience. If that's when you start thinking (already at the industry top), it can turn psychologically hard.

Baltic lessons

- The bad news is that **in the Baltics marketing budgets and the level of strategic thinking is generally lower**. Due to the small markets, you usually get to do a limited scope of marketing activities. The market is also fragmented due to the ethnic division, especially in Latvia.

Limits

- It can be **harder to reach top positions outside Baltics**. It will take a lot of time, perhaps 10 years or more. You can do the number side of the work, but the lack of cultural background might limit you getting the top jobs which relate to understanding audiences.

MARKETING

IT'S ALL ABOUT RELATIONSHIPS

WHAT?

*Local & global Brand Management
Premium & luxury brand strategies
Models, Matrixes
Retail marketing
Positioning
Product portfolio*

WHEN?

1 month during Year 3

HOW MANY?

24% of all students took marketing as a specialization course

HOW?

*In the first part, grading is based on final group paper and class workshops.
In the second part, it's a combination of project and class work + attendance.*



Juris Baumanis

Course grade (student feedback survey):

1 2 3 4 5 6 7

(5.4)

Feedback



Pillippe has motivated me to pursue a career within 4 days with marketing - he is really that good.



Seminars were very interesting and helped me gain experience with different parts of brand marketing.



Lectuer Juris Baumanis have real experience in the retail so the lectures were really practical.



Basically this year's course was the same as in the first year, only seminars brought value for me.



The project was pretty useless as nothing related to the retailing part or brand part was actually involved in it, making it irrelevant.



Lack of e-learning support. Also Philippe's part was rather concise and compact. Frankly, it could've been longer.

Dear Graduates,

I believe that with the graduation you have made strong first steps into the real business world, as well as found lots of new friends. Friends will always be friends even if you are not in touch with them on daily basis at school, during lecture breaks or at the school cafe. I also felt myself like being a friend to all the Marketing course students and hope you felt the same.

Marketing is a part of sales and sales is a part of relationship between a salesman and a customer. Successful sales results you will reach only if you establish trust, empathy and good relationship with your customer. Marketing is all about relationship with your customers! No matter how good product you have, how good marketing strategy you have created or how good merchandising you have made in your store, if your attitude will not be helpful and encouraging and if you will not build relationship with customers, results will not be promising, just average.

I wish to all of you excellent relationship with your customers, positive attitude towards them and, of course, excellent results during your marketing campaigns!

Good luck! :)
Teacher Juris Baumanis
Retail Marketing course

FINANCE

WHO'S UP FOR ANOTHER FE?

WHAT?

*More financial economics and practical application;
Financial market risk management;
Ambiguity; Delegation Problems;
Properties of Risk Measures*

WHEN?

~ 1 month during Year 3

HOW MANY?

23% of all students took finance as a specialization course.

HOW?

Grading is based on two exams; project work; and attendance



Michel Verlainé



Ágnes Lubloy



Tālis Putniņš

Dear graduating class,

You have worked hard to get to this point, and upon graduating I have no doubt you will all deservedly feel a deep sense of satisfaction about the work you put in and the skills and knowledge you acquired during your years at SSE Riga. But do not forget that graduation also carries with it new responsibilities: to contribute to society in a professional and ethical manner. Lead by example; do what you know is right, in particular when no one is watching; seek out the truth, and then share it; treat others well. Finally, if in the course of traversing the financial markets you find a true 'free lunch', take it: informationally efficient markets contribute to improving social welfare.

All the best,

Dr. Tālis Putniņš
Lecturer, Financial Economics

Course grade (student feedback survey):

1 2 3 4 5 6 7



(2.7)

Feedback critical of the value added



A. Lubloy was competent and delivered lectures with a good quality. However, some topics jumped out as irrelevant. Probably M. Verlainé is very very good researcher.



Michael Verlainé has an approach different from other lecturers with a purpose not to 'prepare us for exam', but 'to teach'. And I strongly believe that it is how lecturers should teach.



Tālis Putnins is beyond doubt the best lecturer in SSE Riga. He has a very deep interest and understanding of his field and I hope we would have more people like him teaching us.



There were no insights provided on real issues in fin markets. Instead, we were mostly provided with theoretical models and math derivations not applicable in practice.



The value added of this course is very limited, but the time used up has been significant, going in the way of important things, such as writing the BSc thesis.



Quite a few people sacrificed their exchange programs so that they could take the Finance specialization. What do they get? One of the least valueadding courses at SSE Riga.



Suggestion for both the students: before choosing 2 out of 4, be wise and check what are these courses about and most important, what are the lecturers, their background etc.

ANDRII SHEKHIREV: SUCCESS? WORK YOUR ASS OFF!

*It's not a secret that quite a few of SSE Rigans seek for a career in Finance, be it Corporate Finance, Advisory or Investment Management. Therefore the Insider wants to enlighten the students with a bunch of career tips by experienced professionals from the industry. The spokesperson for this section is **Andrii Shekhirev** (Class of 2008), the talented serial entrepreneur as well as the MSc Finance from Stockholm School of Economics and CEMS MIM from HEC Paris.*



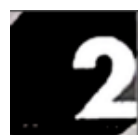
- **Don't be afraid to pitch new ideas to the boss.** Be yourself but do not relax too much; stay focused but try to grab a broader view; work hard but work smart – if you feel you can do something better or differently, pitch it to your boss; do not, for Buddha's sake, be late for work, at least in the first couple of weeks.
- **Try some humility for a change!** If you feel underestimated during your first months on your first post-BSc position – try some humility for a change. Another (and complementary) well-known remedy is working your ass off - to at least start proving that you are worth being applauded to. Having a piece of paper which says that you've listened to a couple of smart people and completed a couple of tests at an undergrad school (even the best in the Baltics) does not automatically make you a highly-ranked professional. Slog it up!
- **Be open, but avoid stupid questions! Talk to people** (even if they are seemingly not directly connected to what you do or want to do in the future). **Be friendly** (but avoid fawning at any cost - you will not like yourself if you do). **Ask questions** (but make sure to apply at least a basic set of your intelligence filters so that they are not too stupid – contrary to the popular saying, there ARE stupid questions, a lot of them).
- **If you want experience, apply for a job abroad!** There are plenty of career search websites and online application centres these days. You'll face much fiercer competition, but it is well worth the effort. Another path would be to go work for a Baltics-based multinational and then get transferred to another location, which might be easier than the first option given a Bachelor degree.
- **Work hard, but smart!** Be honest, work hard (but smart!), use your head as frequently as possible, learn constantly, be proactive.

AIGARS RUNĢIS:

YOU DON'T LOSE UNTIL YOU STOP PLAYING



Take action. A member of AISEC, a student organization, I organized one of the first career days in Latvia back in the mid 1990s during Year1, and did it the following year, too. With the profit earned, I managed to pursue my parallel agenda of traveling around the world and participating in various youth seminars, dealing with leadership.



Make your own game plan, not follow other's. It can be tough. I somehow always stumble and fail the first time I try something (recall the student newspaper!). But you have to get up and try again. The entrepreneurship (the freedom to do what you love) you develop will later prove crucial for your entrepreneur spirit.

Of course, it can affect your grades, and mine were usually slightly above pass level. But, if you have one, follow your own agenda. For instance, I could voraciously read on business strategy, marketing and business ethics (topics sometimes dismissed by others).



Cooperation > competition. A year after graduation, I suddenly found a passion for advertising and marketing. I met a guy, who became interested and yet not quite willing to give away shares in his already existing advertising specialization business. So I offered to develop, by myself, a completely new branch in the business, not divide the existing one. Eventually, we worked together for almost 10 years.

An organizer since childhood, Runģis started small: whether it was a bike competition in his backyard with a buffet for the winners; taking photos of his peers during school trips and thus earning his first pocket-money; or starting the first student magazine in Valmiera (now, says Runģis, he remembers it as a complete disaster).

He went on to study, and eventually came to SSE Riga more than 15 years ago. Runģis, his parents both craftsman of various kinds, seeked a tangible product his fingers could touch and feel, and taste. He's the father and owner of the luxury beer Valmiermuiža, suggests the graduates take no lesser goals in their careers.

Here's his top-9 pieces of advice to the upcoming entrepreneurs of Y3!



Forget about the money. Whenever I would need to book a flight to a seminar, I found it easier to obtain a free ticket from the airline than to persuade a bank in giving money to purchase it. Even today, when someone calls me and asks to fund a project, I explain that it's not money that I produce; it's beer.



Take time to do the extra-curriculars. The school will give you only the ABCs. Any work experience, such as organizing the career days, will give a better insight into business than you can read in any book. Remember that, as a student organization, you can call any businessman in Latvia. Use it! That's when I realized how to talk to the business world, and what they expect. I love how Fionn is currently showing (and a big thanks to him!) that some things are better learned by doing than by reading.



There are ways to do entrepreneurship even without a large starting capital!

Do entrepreneurship. When I entered the advertising business, I had little work experience and a quite moderate flat salary. Nevertheless, I negotiated an entrepreneurship case, where you take up the development of a new business branch and later receive a certain percentage from its profits. It felt, and it was, an entrepreneurship experience! Now, having my own business, I still value this approach, as it proves that the person believes in him/herself.



In search of a potential business partner, take time to talk the values over a

beer before you make any deal. Not talking about the money at first was a key factor in having recently closed a very successful agreement with new investors for Valmiermuiža. Just ask yourself, is this a person with whom you'd like to have a conversation? Do you have similar values? Look for aligning the business values.



Be ready to break the rules,

but try as much as possible not to. Whenever I've abandoned my ethical values, the result I got was disappointing. Yet if you play on the edge, you sometimes will cross the borderline of rules, just as in hockey or football. It's difficult to be Spriditis in business. But I have always believed in fair play in a sense that I build partnerships for the long-run. Perhaps that's why I'm not a millionaire.



Do your homework.

In business, a sheer hope for being lucky won't get you very far. My benefits were experience and passion for business strategy. When I left the advertising business for the idea of Valmiermuiža and put all my capital in it, I had a clear plan. I had read a lot on business strategy, my all time favorite SSER course, too (especially Philip Kotler and Michael Porter), and learned to use all the models in real life. The risk-taking was very thought over, even though we still were overly optimistic before the crisis.

ENTREPRENEURSHIP**THE START-UP SURVIVAL SCHOOL****WHAT?**

*Everything needed for a start-up.
'LOE premium edition'
To apply one needs a team and an idea for a start-up*

WHEN?

5 weeks during Year 3

HOW MANY?

23% of all students took e-ship as a specialization course, including a number of exchange students

HOW?

*Grading is based on team presentations of a business model;
Opposition;
Classroom discussion;
Investment Pitch.*



Viesturs Sosārs



Andrejs Strods



Arnis Sauka



Fionn Dobbin

Course grade (student feedback survey):

1 2 3 4 5 6 7



(5.2)

Feedback praises guest lectures

We met a lot of entrepreneurs, thank you for not stuffing the head in the lectures with pure theory! The guest lectures were very interesting.



The people invited were very interesting and knowledgeable about their sphere.



F. Dobbin was three times useful and better lecturer than the others.



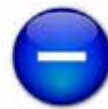
Part of the exam was case study analysis, based on the basic models that we had studied in Managerial Economics, Strategy and O&M.



It's a soft supportive cloud for those who already have their own business idea, but need some tips on how to make it work. Because, to be honest, in other courses SSER mostly trains auditors and other 9-5 employees.



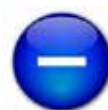
We never had one real theoretical lesson during the whole time. That's why the exam was different from what we were learning in the course.



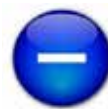
I was disappointed that few cases as promised were analyzed.



In this course we did not gain any new theoretical knowledge, hence we lost a chance to gain an advantage over the Finance student.



I liked the idea of having a real consultancy project that could be implemented. But we can not be sure that they will implement anything.



The lecturers were more 'course organizers' than 'lecturers'. They were monitoring the case studies discussion, while I really expected more of their opinion.

Museum Night by JeJoue or “What ya missed if ya wasn’t there”

Whether you experienced fighting a dragon, running away from wrathful organizers, traveling between the dimensions or just being a lazy couch at home you have the right or I will come and get you to know what took place here at our 2nd home. Don't be scared, if you survived it's already over and nothing endangers you anymore. Good luck and have faith in yourself!

(all bad things written about organizers and staff is fiction made for your amusement)

written by Mattoid of Swords

360° video room

It was a marvelous combination of virtual reality and Mother Nature. Visitors could have delved into the wilderness of vast forests, jungles, and unknown realms without a hindrance of annoying insects, terrifying animals or cunny monsters. Though there were some livehumans.... but the charming sounds of nature and a variety of melodies made everyone relax and enjoy the hidden beauty of our world.

Workshops of magical creativity

People of artistic nature could have exercised their talents in various activities. Those included turning a sheet of paper into a majestic three-dimensional bird or a flower. Obviously, everyone received a cheerful support from the local enthusiasts.

Drawing a picture blindfolded, only with a friend's guiding resulted into the creation of a quite amusing artworks. The process itself captivated the participants and encouraged them to make an everlasting memory of turning their faces into beautiful canvases.

Empty canvases were promptly filled with inspiring artworks such as butterflies and wild animals. Visitors who weren't so fearless could have decorated their faces with simple yet elegant masks out of paper. Masks created not only an enigmatic feeling, but also added gracious presence to their wearer.

Duel of the bravest knights

Almost everyone was excited about the medieval knight fight that followed after the concert. When swords collided and sparks flew everyone's hearts skipped a few beats. The sense of danger and death was constantly pursuing the audience as echos from swords clashing each other resounded countless times. Even the massive shield couldn't protect the knight from his opponent's deadly sword.

Photo exhibition

Some say it wasn't there, some say it was located in a parallel dimension. But the truth is that it was there, at the most visible spot. If you missed it, it's your own fault, bear with it.

Oh, and those photos were just epic.

Enchanted lair of the forest witch

When the accursed room was entered, nothing could have possibly saved the visitor from the bewitching presence of the witch and her potion mastery. Her apprentices could have learnt how to make anyone fall in love with them, how to make themselves invisible or how to quadruple their luck.

Only after their mastery was tested, the visitors could have enrolled into the swordsmanship academy and learn the basics of swordsmanship aka how to slay the evil witch if she tries to eat you. There, one had the opportunity to get acquainted with attacking, blocking and evading the sword. At the end, everyone's skills were tested with a fearsome duel. It seemed though that the instructor had a mental disorder, which forced the applicants to jump and crouch a lot.

Then the visitors could have tried out their luck at the underground casino clairvoyant's desk with Dragon's cards. If lady luck was smiling, one could have gotten a token, but if it had averted its sight, one could have even lost their precious treasure.

The next challenge was archery. One had to kill a cute little Charameleon the vicious Fire Dragon with the help of only 3 arrows. It required both patience and concentration to get a good aim at the dragon. The final trial were the magical cups. The token was placed under one of the cups and then shuffling commenced. Thankfully, sometimes it was fair...

After all trials had been completed, the hero was rewarded with a piece of magical gold.

Coloring pictures

Undoubtedly, one of the most entertaining activities was a bunch of pictures to color with colorful pencils. One could have dived into the world of colorful adventures. Some participants were lucky enough to meet a fairy there, which miraculously resembled our dear SA president.

Concert

Everything began with Laima's brilliant performance, she dazzled the audience. We need moar...

I bet you didn't know that some SSERigans were in a band. They made one hell of a gig. Nils sang and played a guitar, Kristiāns rocked hard on his guitar, bassist's skill was angelic and drums resonated within us. It seems it's just a matter of time until they conquer the world with their music, because they have already managed to take our hearts.

Labyrinth

Even though there was no maiden in distress or a beast to defeat within the labyrinth, it proved to be one of the most engrossing activities. It required a bit of thinking and walking while providing challengers with a great deal of fun.



It takes two things to become a successful SSE Riga graduate. One, the cumbersome part, is to graduate. The other, the rewarding part, is becoming successful. You can, if you would (and, for Morten's and 10 grand's sake, I hope you will!) do it!

I really wish you to fulfill all your goals and be happy! If you truly want something you can achieve it, just keep on doing what you love the most! (Ilona K.)

You studied hard and partied hard. You did it! And finally made it to the end. Regardless of how hard you tried to soak it alcohol, SSE Riga will still hunt you down in your work place, in vegetables and beer section in a shop, when tomatoes will make you smile and paying for Valmiermuiza will just not seem right. You are graduating. You are leaving SSE Riga. However, SSE Riga will never leave you.

Domai, soul of the uni, cheers and good luck ;)

Don't choose a too-long shovel, it will be harder to lift!

Do not be afraid of the journey ahead. We believe in you and so should you.

Earn a fortune and makes us proud!

To-do list:
1. Get 100 million EUR
2. Repeat point 1

From Those To Whom
Much Is Given, Much
Is Expected

Hey there Y3 from choir! We won't forget you and hopefully you won't forget the choir, so...don't dare to leave the singing :D
Yours truly,
Zigmārs Zvērs

Life is like a pack of Me&Ms, you never know which colour you'll get but you always end up paying.

Good luck in the real life !

Good luck! And don't forget to follow our plan, we need to take over the world :D

Have fun!



Who, where, why?

The school year is coming to an end, but the students of SSE Riga are still busy: some are getting ready to graduate and start a new life, some are still making plans for their internships, some are getting acquainted with the re-exam schedule and some are preparing for a journey of a lifetime: exchange. Paula Rozite and Ilze Zauere were kind enough as to interview the students who are currently making plans for their exchange in order to give you some valuable insides. Enjoy.

Ieva Grigaļune

1. Universita Carlo Cattaneo- LIUC in Italy.
2. The most important factor for me was the country. Italy is a really interesting country, from cultural perspective, and the climate is very nice. I think this will be a nice change.
3. The key factors for me were the size of the university, because I want to see how it is to study in a bigger university in comparison to SSE Riga. Additionally, the variety of courses in English the university can offer, since this lets me choose the courses which are related to what I want to do in the future.
4. For Italy you can get the ERASMUS scholarship, which will be a nice addition to my exchange semester, since it will help to cover at least the living expenses. Even though the university offers to stay in dormitories, I have decided to search for my own apartment, since it is actually cheaper and you get to experience much more of the Italian culture.
5. I still try to not have big expectations for it; I just hope that it will be nice. I will get to travel meet new students and have a nice 4 months. If I will be able to maintain this attitude onwards, then I think my exchange semester will be full of pleasant surprises and I will enjoy it a lot.
6. Enjoy the last year in SSE Riga to fullest, don't forget about SSE Riga parties and maybe visit your course mates and friends abroad!



Marina Aleksejeva

1. Pompeu Fabra University in Spain.
2. I dreamed of spending my exchange semester in a warm and sunny place. Barcelona is one of the most attractive tourist cities with great architecture and museums. Moreover, it is a great chance for me to learn a new language and expand my network.
3. In Barcelona, Pompeu Fabra University is the only partner university.
4. I would like to rent a small flat or a room. The approximate renting cost is 200-300 EUR per month. As far as I know from previous years, the EU grant is 1800 EUR for the whole semester.
5. I believe it will be one of the most exiting experience in my life. I hope the university, people and weather will be good. I have already made plans for my small trips around Spain and not only for them.
6. I wish everybody who stays at school to keep fit, be active and strive for every single interesting opportunity that might arise.

Aleksandrs Goba

1. Norwegian School of Economics (NHH) in Norway.
2. The primary driver of my choice was the quality of studies offered by the university. Moreover, NHH offers exchange students to take both Bachelor and Master courses; therefore, it was my chance to deepen my knowledge in the field of finance.
3. In March, all students were presented a list of universities, which were available for exchange. Afterwards, I just had to separately research each university on the internet and make my priority list.
4. The accommodation is offered by a student welfare organization SIB, where each student can chose a place to live. Even though exchange students in Norway have the highest Erasmus scholarships, costs of living there require additional money from personal savings.
5. Despite Norway being the most expensive country in the Europe, I have very high expectations regarding the exchange semester. High education standards and beautiful Norwegian landscapes are just a few things which I would expect. Of course, a chance to meet more than 200 other exchange students from all over the world as well is a thing to look forward.
6. I would like to wish to fully enjoy the pre-last semester at SSE Riga!

Questions

1. Where are you going for your exchange?
2. Why did you choose to go there?
3. How have you picked the university?
4. What accommodations are available in the place you will live?
5. What are your expectations?
6. Anything you want to say to those, who stay in SSE Riga?



Questions:

1. Where will you spend your exchange time?
2. Why did you choose this country?
3. Name 3-5 things you expect to gain from this particular journey.
4. Do you see some difficulties that you might face during this exchange time?
5. How do you think you will be different after this exchange?

Jouzas Rimgalas

1. Georgia
2. I was looking for an exotic country with exceptional environment and culture. I ended up choosing Georgia for its' delicious food and wine, spectacular nature and amazing mountain tracks for snowboarding.
3. I expect to meet a lot of interesting people, discover business opportunities, travel a lot and have the best time of my life.
4. So far, I have heard some rumors about the hotheaded temperament of Georgian men, which, combined with my unwillingness to yield, might sometimes put me into trouble. Hopefully, I will manage to avoid conflicts. The university I'm going to is considered to be one of the best in the region, which is not promising an easy vacation as well.
5. I see these previously mentioned difficulties as challenges and personal growth opportunities. I believe this is mostly a cultural experience that will broaden my worldview. I believe this will also help me become more sociable.

**Jēkabs Jurdžs**

1. God willing, I will spend my exchange in the Paris Institute of Political Science, or Sciences Po for short.
2. I chose France as my exchange destination because I am quite the Francophile in many ways - be it music, gastronomy, language or history - I find it all quite fascinating. Also, some other important factors that contributed to making Sciences Po in France my top priority included the university itself, which provides decent quality education from what I found out while researching exchange possibilities, and the many travel opportunities in and around France.
3. 1) Experience what France and exchange in itself has for offer - travel-wise, in terms of people, culturally and historically - immerse myself into France so that by understanding, by enjoying it, I could better myself and expand my horizons. 2) Improve my mastery of French 3) Strengthen my knowledge in Economics, Trade and, if I manage, history, art and culture 4) Perhaps learn to cook dishes from the French cuisine
4. I expect no real difficulties, but pleasant challenges. Although combining studies with traveling might require some prudence, and I also would like to keep myself in shape, focus and some routine so that I don't give into French decadence. Too much, that is.
5. Mustache. That and/or the life changing experience - one of them, almost definitely.

Darya Skakouskaya

1. Madrid
2. Because I want to improve my Spanish + Madrid is an interesting place to explore and live.
3. Language skills, new acquaintances, crazy time in awesome country.
4. The language might be a challenge: it is commonly known that Spanish people speak 'close to 0' English.
5. I hope to become more broad-minded and learn to be a bit more open and easy-going from Spanish people.

Andrius Ciapas

1. In City University Hong Kong.
2. At first I didn't think about it as a possibility, but as time went by, I had some encouragement from aside. This kind of made me form my decision, as I expect it to be a once in a lifetime experience.
3. 1) A completely new cultural environment - it should be way out of my comfort zone, and hopefully it will open my eyes a bit more. 2) Travelling - it would be a sin not to visit the countries that surround Hong Kong. 3) New friends - not only locals, but also other exchange students from around the world.
4. Maybe getting adapted to a whole new culture there. Maybe laziness - when you're in such an exotic place, it might be tough not to forget studies.
5. I guess you should ask me this question when I come back. Now I might have several theories how might I change, but then again they're all flawed. So, to be on the safe side, I'll use some buzzwords - I'll be more culturally diverse or something.

Evelina Sauruseviciute

1. In a country where Santa Claus lives - Finland, Helsinki.
2. I liked the university that I am going to attend as well as the country itself and all activities available there. Moreover, I prefer cold rather than hot.
3. To meet interesting people and expand my networks, see the Northern Lights and have an awesome time!)
4. Probably, I will miss my family a lot.
5. I will know a few Finnish words for sure.

SSER DOWN TO 10TH IN LATVIA. NOT!

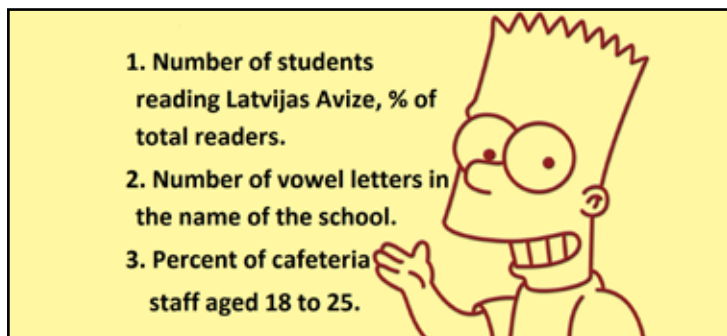
A leading Latvian newspaper, *Latvijas Avize*, has recently published their annual university ranking; SSE Riga just squeezed into the TOP-10. Are we really that bad?

Not yet, at least. One should not be surprised if a uni size-biased, questionable research with no transparency in the choice of criteria lead to weird results; and indeed we aren't.

For one, the quality of education is student survey-based. Can you objectively rank universities based on how well does a Riga Technical University student rate SSER?

Or, better yet, they look at how many guys in the uni have a PhD as compared to all the faculty with a PhD in the country. SSER performed 50 times worse than the University of Latvia. But the fact that we're about that much smaller? Who cares...

Then, it seems, the experts are just starting to have fun. They ask on the street if you've heard of the university, and give points to one that is most 'popular'. They check how many guys from other nationalities than Latvian are in your uni, and compare it to the whole country number



Some ideas on the research criteria for the next year

(the usual % of total students, aimed at even by the Ivy League unis, is for some reason unapplicable).

And then they deduct points if you have a lecturer around 50 years old, or more. No matter where s/he's been teaching. No matter if s/he has vast industry experience. It doesn't even matter if his name is Morten Hansen.

Failure was the option in this case. For years SSE Riga has pointed out the apparent weaknesses and provided suggestions; for years the newspaper has stubbornly held to the belief that no changes are needed.

UNIVERSITY RANK '13	PLACE	STUDENTS / FACULTY	GRADUATES. % of total students	EDUCATION QUALITY. survey based	PHD FACULTY, % of total PhD faculty in Latvia	PHD FACULTY. % of all faculty in the school	FULL-TIME FACULTY	FACULTY AGED 30-50	PUBLICATIONS	INTERNATIONAL STUDENTS, % in Latvia	POPULARITY, survey
University of Latvia	1	58	37	184	150	68	44,5	46	200	34,5	100
Riga Stradins University	2	56	26,5	194	55	62	48,5	47	200	50	100
Riga Technical University	3	43	31	200	139,5	67	44	40	144	26,5	100
University of Daugavpils	4	42	32	88	33	68	48,5	53	154	1,5	97
Latvia University of Agriculture	5	33	29,5	154	60	70	32	42	34	0,5	99
Ventspils College	6	19	32,5	104	6	42	39,5	43	134	1	88
Baltic International Academy	7	58	34	52	40,5	91	41,5	44	6	24	91
Business College Turība	8	100	24,5	102	7,5	43	19	46	16	17,5	98
BA School of Business and Finance (Banku Augstskola)	9	80	50	122	4,5	40	37	33	0	3	93
SSE RIGA	10	9	41	86	3	63	10	75	62	10	91
RGSL	26	8	20	74	1,5	50	9,5	56	0	3,5	88



PEOPLE AROUND US - WHO ARE THEY?

Thanks to **Kseniya Bout**, we are continuing to find out more about the people that surround us.



The simplest rule you follow daily

- ✓ If anything sad happens - breathe calmly, smile, forget about this and move further. The awesome rule that never works, but I still try. :) (Kristina P. Y1)
- ✓ Wake up today and do anything different from yesterday, so would tomorrow you had more things to remember. (Anastasija M. Y2)
- ✓ To explore. Applicable both to everyday tasks/responsibilities (looking for other solutions and approaches) and something new/non-routine (open up for exciting, inspiring things, even if at first they seem to be in "crazy-impossible-to-do" list). (Darya Y2)
- ✓ Be yourself. I am trying to follow this rule every single day of my life, but, sometimes, I simply cannot succeed in doing that. I am not myself unless I'm in a comfortable environment. (Eugeniu G. Y1)
- ✓ To smile. It helps me to be positive and have positive attitude for all day long. That is my source of energy. (Oskars G. Y2)

Where would you wish to wake up tomorrow?

- ✓ New York. (Arta Y1)
- ✓ In India in Taj Mahal. Switching usual places for something exotically beautiful brings positive emotions and inspiration! (Anastasija M. Y2)
- ✓ The beach in Easter Island. (Goda, Y1)
- ✓ On the stage of a sold-out Wembley Arena, Paris, the USA or just any other better world. (Nils Y1)
- ✓ On the island of Bali, where I'd wake up in a bugalow surrounded by ever green forests, gardens and exotic birds. I'd spend the day breathing in the freshness of the ocean and listening to the truest thoughts and wishes within me. (Katya Y1)



Draw a caricature. Of whom?

- ✓ Hhmm. Michelangelo's David sculpture maybe... He is just too perfect how he is right now. (Goda, Y1)
- ✓ Some religion, race or minority of some sort, I guess. (Nils Y1)
- ✓ People feeling too important for what they are in reality. The world definitely would be a better place if people would be more humble. (Darya Y2)
- ✓ It wouldn't matter. With my drawing skills I would end up ridiculing myself. (Rene Y2)
- ✓ The current situation regarding the upcoming city council elections. (Kristine L. Y1)



You find a rock on the ground. How to use it?

- ✓ Use it to make a gin on the rock, drink it, hit myself with it in the head and die. (Nils Y1)
- ✓ I will give it as a gift to my friend. (Maria A. Y1)
- ✓ I'm not creative. I would put it back to the exact place. (Rene Y2)
- ✓ This question reminds me of my childhood. I will definitely use it in fighting my enemy. I see the rock as an opportunity to outweigh my opponents. (Eugeniu G. Y1)
- ✓ I would definitely not throw it, as I am not really good at that. Most probably, I would draw something nice on it. (Iuliia Z. Y2)



Ernst & Young Internship experience!



Aija Polakova
SSE Riga student, Intern, Assurance.
Will join Ernst & Young as Consultant in
September, 2013

What was your first impression about Assurance before starting Internship and what do you think now, after 4 month of on-job experience?

Before starting my internship I did not really know what to expect. At that moment my knowledge concerning assurance was that it was all about hard work, accounting and Excel. However, already on the first day of the internship, when I met my new team and we visited our first client, I understood that the job was much more exciting than I had thought. I obtained new skills, experience and knowledge of the latest accounting and auditing information, and, as the teams and clients changed frequently, it was impossible to get into a routine. Therefore, when my internship came to an end, I could not believe that it was already over.



Adomas Aleksandravičius
SSE Riga student, Intern in Ernst & Young,
Accounting & Compliance Services

What did you like the most about your Internship in Ernst & Young?

Everything is about people here. If an SSE Riga student had ever thought of a place in a job market which would have as inspiring atmosphere as the University itself, then Ernst & Young would definitely be the place. E&Y employees are the ones who create such an environment. Colleagues are very motivated and hard-working, and, irrespective of their rank, helpful and friendly as well. It makes the work really engaging and rewarding.



Laura Mozule
SSE Riga student, Intern, Assurance.
Will join Ernst & Young as Consultant in
September, 2013

What are your expectations and vision being a part of the Ernst & Young team as the 1st year Consultant in Assurance?

I am looking forward not only to challenge my knowledge and working skills I already have, but also to learn many new things and improve my teamworking skills. I believe that the abilities to capture new information and to learn quickly are very important, if you want to be a part of Ernst & Young. I am determined to work hard, learn quickly and be a part of an amazing Ernst & Young team.

Find out more:
ey.com/Careers

Follow us on Facebook:

- Latvia: facebook.com/ErnstYoungLatviaCareers
- Lithuania: facebook.com/ErnstYoungLithuaniaCareers

Contact us directly:

- Riga office: Careers@lv.ey.com
- Vilnius office: Careers@lt.ey.com
- Tallinn office: Careers@ee.ey.com