

# INSIDER

OCTOBER 2013

*Where to live  
during the study year*

**MOOC** and the  
credit points

In need of a  
**REX**  
EXAM?

**JOIN the club**

*Insider special:*

**ANNIE MACHON**

*“A successful cyber attack  
would explode the financial system”*

*D.Dreibergs*  
**HARDY ROCK**  
*test*

# 1<sup>ST</sup> TIME EVER

**SSE Riga**



## BOAT PARTY

RIGA - STOCKHOLM - RIGA

**24<sup>th</sup> OCTOBER**

TILL 26<sup>th</sup> OCTOBER

**PRICE: 24.99 LVL  
CASH PAYMENTS ONLY!**



**TALLINK**

Dear students,

As Anders Paalzow recalled during the presentation, there was a time when all the students had an opportunity to visit Stockholm once a year. This tradition was kept alive during the first years of SSER operation, back in early 1990s. We think it's high time to renew it. It would also be a boost to improving the bond with our friends and partners at the Stockholm school. Up till now, however, only non-Baltics students (whose tuition fee is waived by the Swedish government) had the opportunity to visit Stockholm for free once per year. They visited the school, as well as the Parliament. This initiative is created in an attempt to eliminate the discrimination so that each SSE Rigeian has the same opportunity. After all, Stockholm is a historic place in the history of our school, as it's roots stem there, and a step like this seems only logical.

For several years, it has been brought up in form of promises by SA people that all of the student will get the opportunity to visit SSE Stockholm. Now, it is time to deliver!

Yours sincerely,  
Toms Niparts and Kipras Binkauskas,  
The Presidential Couple

# C Contents

## Regulars

- 4 *Editor's letter*
- 6 *Morten's column*
- 7 *Events*
- 10 *Debate column*  
Moocs
- 29 *Gossip*

## Lifestyle

- 12 *Debate euro trip*
- 16 *Exchange stories*  
Norway; Hong Kong
- 24 *Internship reviews*
- 26 *Where to live*
- 28 *Beermonsters*



MOOCs

10

'Why would you want to live a less interesting life?'

Dzintars Dreibergrs



30



29

## Cultural intelligence

- 8 *Interview with H. Lyckeborg*
- 9 *Exchange stories*  
Norway; Hong Kong
- 14 *Bohemian rhapsody*  
Interview with Dzintars Dreibergrs
- 18 *Insider special*  
Annie Machon
- 22 *Christopher book column*  
TOP books
- 30 *Hardy Rock*  
Test

**Business Spying Insights They Don't Want You To Know**

**INSIDERSPECIAL**



18

# Striving towards...

HELLO, SSE RIGEAN



In some things, you are better off burning your fingers early. The misery of having to go through a reexam, often concurrently with tight deadlines in other subjects, probably belongs to this rather grim bundle. It'll teach you a lesson, they say. Even Morten once admitted that re-doing Macro (Y1) together with Financial Economics (Y2) is 'a decision you'll regret for the rest of your life'. Perhaps so.

However, please don't be too jumpy, if you left yesterday's Math exam with a feeling that it can't get any worse. First, it can (if you're adventurous and want to learn new swearing phrases, bring up 'FA' to Y2s). But second, learning to be serious and responsible about a deadline, an exam or a task is a course we've all enrolled in, and it sure doesn't come easy. That's why it's called 'Striving Towards Excellence', 'cause, well, you're always striving...

Enough said, since it's actually a time for joy and fun, as the first Insider this semester is finally out! It brings with it some major improvements, perhaps most noticeably in design. Stay with us, and come and contribute if you're in a mood to meet some amazing personalities, such as Annie Machon or Dzintars Dreiberģs, or our own Hakan Lyckeborg.

See you around, and enjoy!

*Pēteris*

## People who worked for this issue:

**Chief Editors:** Pēteris Kloks, Darja Jevstafjeva. **Editors:** Sabina Vorošilova, Paula Rozīte.

**Visual and Graphic Designer:** Lauma Survilo. **Cover Photo:** Pēteris Viksna. **Writers:** Olha Novak, Maria Azina, Arnis Puharts, Anna Kuzņecova, Jekaterina Smertjeva, Viktoria Pilinko, Aleksandrs Goba, Edgaras Marcinkus, Stanislav Filatov, Krystsina Pilinko, Sanita Gila, Karl Arnold Kommel, Anna Plaudiņa, Ieva Skrīvere, Laura Sārta, Laima Melkina. **Special thanks to:** Christopher Rieber, Krystsina Pilinko, Sanita Gila, Karl Arnold Kommel, Anna Plaudiņa, Kipras Binkauskas, Andrius Capas, Erik Oja, Hardy Rock, Hakan Lyckeborg, Dzintars Dreiberģs, Annie Machon. **Printed** in BalticPrint.

SA GENERAL PARTNER

---

**EY**

**Building a better  
working world**

SA PARTNERS



## The Evil That Men Do

That is the title of a somewhat dated movie, starring Charles Bronson. What! You don't know him??? Well he was big in my time. Big sigh...

But it also represents what many, not least alumni, expect from me: Make your courses harder and more demanding, Morten, to keep up the good name of our school!

I don't have to do what the alumni suggest but looking at my proposed schedule for microeconomics this autumn, it looks quite demanding, I shall admit, and it confirms what I usually tell Y1 students first time I meet them: I wouldn't want to be a student having such a schedule...

That said, I look forward to meeting Y1 and hope we shall have a good – but now and again also somewhat stressful – time.

And to everybody, have a nice and productive 2013-14 at SSE Riga.



M. HANSEN

'Probably the only lecturer who can do the miracle of making W32 fun'

## Insider news

Days of Opportunities want to thank all applicants and especially congratulate the **new juniors who are joining our team** this year: Linda Vildava, Gvido Blaumanis, Annija Bērziņa, Helena Ēneli Heno, Jaak Ennuste, Liisa Suvorova, Benas Bizevičius, Andrius Stoliarovas, Emilis Srage, Alena Dzermiliova, Liliana Barbaneagra, Aliaksei Astapchuk, Ana-Maria Tecuci, Paulina Katilovskyte and Marina Ivolga.

This year **Days of Opportunities** event is going to take place already for the 19th time in a row, this time **on April 11**. However, throughout the year we will provide you with the latest news, invite you to guest lectures and surprise you with new opportunities.

IFund has managed to cooperate with their generous partner **Tele-Trade** so that they will award the top-performer of the Management Accounting and Finance

course with a **scholarship amounting 300 EUR**. Their help has also allowed to organize ForeXtrading elective course, to be held in the 2nd semester with around 10 lectures and a **trading contest at the end. The winner will get a real trading account amounting \$5,000**

Investment Game 2014, a traditional portfolio management challenge organized by iFund, will happen in the second half of the second semester. Currently, the team is working on a cooperation agreement between the organization and **DnB bank to use their well-developed trading platform**.

IFund will also organize various seminars for those passionate about investment, including **Introduction to Finance, and Technical Analysis**. Some of the topics include 'Types of firms: advantages and disadvantages', 'Types of interest rates: nominal,

effective, continuously compounded', and 'Valuing a stream of cash flows'.

**Junior PeakTime finally have 11 amazing associates!** Zanda, Lukas, Rasmuss, Vasili, Signe, Dzmitry, Girts, Dmitrijs, Anita, Martin, Arūnē – they are all brilliant. We had the first meeting and team building (including free Mojitos) on 17th of September.



JPT is working hard to prepare for the final events. Currently, we are moving towards getting the whole fund for the event. There are some companies interested, so the only thing left is to go & take that money from them! In addition, we have a **goal of 1000 applicants this year**,

so SSER, be ready, next year there will be even more Y1 coming from JPT'13!

Valts Zutis, IT.com, has handed over the **new DOO Job platform** to the organization leaders. In addition to that, the **new website for PeakTime** is in the production phase, and is planned to be finished before application round starts. As the elections '13 are approaching soon, **the search for the new IT.com has begun** as well, and future projects are waiting in line.

SSE Riga Charity Club has recently held the first meeting and is now very eager and excited when looking to the future. If anybody, who for various reasons missed out the gathering, still would like to contribute, then this is the time to drop an e-mail to charityclub@sseriga.edu and express the interest to **get the latest updates about the upcoming events**.



# MUST GO

## WHAT TO SEE THIS MONTH

23.08. – 10.11.

### “Jūlijs Feders. AINAVA”

*Art Museum Riga Bourse*

The exhibition is devoted to Jūlijs Voldemārs Feders, the most brilliant representative of the landscape genre in Latvian art.



15.09-08.10. -

### AUTUMN CHAMBER MUSIC FESTIVAL

20.09. – 03.11.

RIGA CIRCUS 125 ANNIVERSARY SEASON with a new program.

29.09 – 02.10.

### Short-film festival “NAKED KING”

*K Suns*



LAST CALL

20 short social films from Latvia, Poland, Ukraine, Russia and Belarus.

01.10.

### EDITORS

*Palladium Riga*



British alternative rock band

05.10.

### DRŪMVAKAR Rīga

*Latvijas 1. Rokkafejnīca*  
Event of heavier fall music this year will offer more electronic and industrial sound without losing heaviness and melancholy.

### FAIR at Kalnciems District

*Kalnciema kvartāls*  
“An event like this on one of the main roads to the heart of Riga is a positive signal to all those visiting Riga.”

09.10.

International Media Art Exhibition – “SAVE AS”.  
*kim? Contemporary Art Centre*



12.10 – 28.12.

### FAIR at Bergs Bazaar

*Bergs Bazaar*

An old-fashion fair is open every other Saturday from 10am to 4pm.

18.10.

### SOFIA REI

*Spīķeri Concert Hall*  
Argentinean Ethno-Jazz  
Singer and Composer

22.10.

### CARMEN

*Latvian National Opera*

26.10.

MOTO FREESTYLE WORLD CHAMPIONSHIP Night of the Jump 2013

*Arena Riga*



27.10.

RIGA JAZZ 2013

RIGA  
JAZZ  
STAGE

Riga Jazz 2013 at the Great Guild. For the traditional autumn jazz concert the conductor Raitis Ašmanis has chosen vocal compositions from Natalie Cole, Diane Schuur and others.

01.11.

“BALTIC BEAUTY” EXHIBITION  
*International Exhibition Hall Kipsala*

New cosmetic products and current beauty trends, professional counselling, hairdresser, beautician, makeup artist, nail and beauty expert competitions and shows – you can see it all at the biggest and most comprehensive beauty industry project.

04.11.

### HURTS concert

*Arena Riga*



06.11.

SWAN LAKE ballet  
*Latvian National Opera*

ENJOY  
CULTURE

# 'I'm always amazed if you pass the math exam' – Håkan Lyckeberg

Foto: Peteris Viksna



A: Testing, testing (*checks the microphone*).

**I think it's fine (laughs). Hakan, kids may ask why they need to study the difficult subject of mathematics. What would you say to them?**

A-a-a-h. (*Silence*). If you study nature or architecture, lots of math pops up that you wouldn't expect. Of course, that's very hard to explain to these kids who are told to count apples, and learn fractions.

**And they'd say you can do that with a calculator.**

O-o-u, yes. Well, well, well, that's a big problem nowadays. In a way, calculators spoil your thinking. Moreover, math is about beauty, and you can find it in every topic. Have you seen the Euler's identity? Ever since I first saw it in high school, it has been a piece of art to me.

**Do you have a favorite as of yet unsolved math problem that you'd love to solve? Have you heard of the Riemann hypothesis?**

Yes. The person who'll solve it will be famous for many hundred years. It's amazing how that hypothesis is related to other questions, in math, such as prime numbers. It's all inter-connected. Even better is the Fermat's Last Theorem, solved by Andrew Wiles just 18 years ago.

**Do you have a favorite mathematician?**

There's this Norwegian guy Niels Henrik Abel. He solved loads of problems, but died only 29 years old, practically starving to death due to being poor. A German philanthropist funded a scholarship to cover his professorship, but the letter of acceptance arrived in Oslo a week after he had died. He proved the Abel-Ruffini theorem.

**What would you do if you hadn't become a professor?**

I've always been fond of working with wood. I'd probably be a carpenter.

**Do you have any hobbies?**

I've been doing some folk dancing for many years now. We've been travelling to many places, and in 1990 I came to Riga for the first time.

**Has the performance in math exams changed on average over the years?**

I've seen it in Sweden. It's partly because of looser curriculums, different attitude and calculators. Comparatively, students here are better in math, but I'm afraid you might still follow the trend (*smiles*).

**People like your haircut, especially last year when it was even more punkish (laughs).**

(Laughs). It was just for one year.

**Did you have some fun haircuts when you were younger? Did you follow some music culture?**

No, no, no, no. I was a proper boy (*laughs*). But one student in Sweden once said it's characteristic.

**Finally, what would you say to people who get demotivated after failing the difficult math exam?**

Understand the reason why you failed. Some students come from schools with not that rigorous math background, and so I'm always amazed if they pass it here. Good luck!

The Riemann hypothesis implies results about the distribution of prime numbers. A correct solution to it results in a US\$1,000,000 prize being awarded by the Clay Mathematics Institute institute.

Abel-Ruffini Theorem states that there is no general algebraic formula for finding the roots for polynomial equation of degree five or higher.



# 180DC RIGA MEET PARTNERS IN STOCKHOLM

Over a year ago, in April of 2012 180 Matas Vala, an SSER 2010 alumni, took the courage to initiate the 180 Degrees Consulting (DC) Riga branch.

Since then, we have developed and recently signed a partnership agreement with 'Civita', a local consulting firm, which will provide mentorship to our project teams. But we won't stop there! During the summer, we participated in 180DC International organized conference for branch development.

## 180DC BRANCH LEADERS FINALLY MEET

The conference took place in Stockholm and was hosted by the 180DC branch at SSE. The goals were to strengthen the relationships and share experiences across branches. The conference was attended by leaders from 180DC branches all over Europe, including UK, Spain and France.

## TAKING IT TO A NEW LEVEL

The conference started with a meet & mingle outdoor event where we got to know each other. The next day the conference was opened by Emma Lindgren, the Chief Branch Officer in Europe, who gave a short overview on what the International Board of 180DC is truly about. Joining the team of international executives is an amazing opportunity for those involved in 180DC to bring their impact to a new level after they have gained experience in their branches.

**When?** 16th - 18th of August  
**Where?** Stockholm, Sweden  
**Who?** 180DC branches all across Europe  
**What?** Workshops & Discussions  
**P.S. They say... the next conference will be held in Barcelona... :)**



To find out more, visit [www.180dc.org](http://www.180dc.org)

## SKYPE TALK WITH THE CEO

Furthermore, we had a Skype session with Nat Ware, the CEO of 180DC, who founded the organization back in 2007. He combined the student's need for a hands-on business experience with the need of thoughtful business advice for the non-profits. Six years later, 180DC is now the largest non-profit student-driven consultancy in the world, represented in more than 15 countries.

## RIGA BRANCH PRESENTS ITSELF

180DC Riga branch gave a presentation and talked about our latest developments, as did the other branches. The conference was amazing, and I would like to express my deepest gratitude to all organisers, who covered all travel and accommodation expenses.



# MOOCs and Credit Points: the Slippery Slope of Online Courses

At the beginning of September, most of us were caught by surprise when the school's adminis-

tration characteristically gave a nod of approval to innovations in its education practices, this time by putting massive open online video courses (MOOCs) on the same shelf as in-class electives. This has pulled SSE Riga in a debate in which universities and experts, especially in the US, ponder the future of uni education. For example, Stanford was among the first Ivy League schools to offer MOOCs in 2011, while many other (the prestigious Amherst college) deem they don't live up to the recent hype. Acknowledging the benefits of online education, the Debate Column asks the more controversial question of whether 'THW give credit points for MOOC courses' is indeed a

## Prop: It's the future anyway, so we better get used to it

Prepared by debate partners Rokas Narkus (Year 5) and Stanislav Filatov (Year 5, one of the graduates who pushed this idea through the administration)



Let us start the discussion about MOOCs starting with the credit points system. At our school **credit points are given as official recognition that shows one's achievement in mastering the course.** Usually the achievement is proved by the exam, project work, series of assignments or just attendance. In the case of MOOCs all the students are required to upload the output of their learning process (in the form of assignments, exams, project works and certificates), so the **achievement is seen and proven.**

One of the key concerns, perhaps, is cheating. There is definitely a possibility of this; nevertheless, it is not bigger than in normal elective courses. Moreover, chance that the student will be tested once more at the end of the course, reputation effects in a community of peer-learners and student's conscience further limit the possibility of cheating.

Having established why MOOCs achievement is not

different from achievement in any other elective course and proven the absence of harms from MOOC credit points, let's look at their benefits. From students' point of view it **gives the encouragement needed to go through the course when it gets tough**, especially for the beginners in MOOCs. Furthermore, they also allow students to really **enlarge their diploma** with some highly relevant skills **that wouldn't be otherwise available** to them from the SSER elective selection. From the School's perspective, **university is still in charge of the curriculum** - it can choose for which courses to grant the credit, how to monitor and assess them. It can also see which courses are better for the students. Another important aspect is the cost of running MOOCs (which is close to zero), **allowing school to provide electives of greater quality** for a lower price.

Moreover, MOOCs are a disruptive technology in the sphere of education whose impact one can't neglect, so it is better that School learns how to gradually include it into its curriculum. MOOCs make SSER more affordable for students and hence, more competitive.

Note that in this debate we try not to mention benefits of MOOCs themselves (which are vast!), and concentrate only on Credit Points.

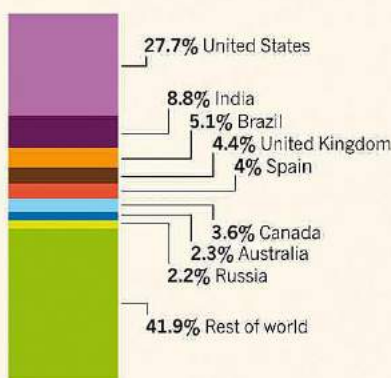
## MOOCs rising

Over little more than a year, Coursera in Mountain View, California – the largest of three companies developing and hosting massive open online courses (MOOCs) – has introduced 328 different courses from 62 universities in 17 countries (left). The platform's 2.9 million registered users come from more than 220 countries (centre). And courses span subjects as diverse as pre-calculus, equine nutrition and introductory jazz improvisation (right).

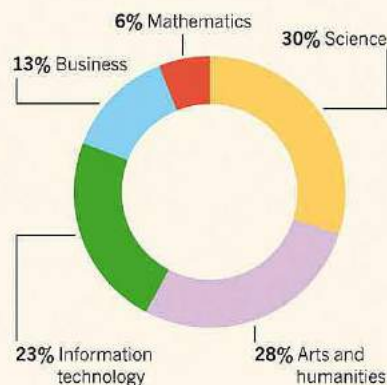
### Supply and demand



### Student origins



### Courses offered



## From the very beginning I want to make it clear – MOOC is a wonderful addition to one's studying experience and nobody in its sane mind would oppose that. **Opp: Face it - that cool professor in the vid doesn't care about you**

Prepared by Edgaras Marcinkus (Year 3)

What I do oppose, however, is giving formal credits for completion of these courses as I see a number of problems with that. Firstly, it is important that students do attend elective courses and maybe learn a thing or two from the lectures; that is the reason why we have sign-up sheets there more often than we don't.



However, by the very nature of MOOCs it is impossible to ensure that students actually watch these lectures. Sometimes it is very easy to pass the tests in these courses as

the lecturers have no incentive to make them challenging or to ensure that they actually check the students' knowledge, because, hey, they **don't need to ensure a certain level of quality.**

Secondly, elective courses, as they are, can be amended on a lecture-by-lecture basis. It means that students can voice their opinion about the course and a lecturer can respond to it so that the course doesn't spread misery while it lasts. However, MOOCs don't allow it to happen, because - **face it - that awesome professor in the video that you are watching doesn't care about you.** Nor does he care about the SSE Riga's administration, which means that the school has absolutely no control over the content of these courses, and trust me, not all of them are great. Thirdly, the reason why elective courses in a university like SSE Riga are great is that they allow a student-lecturer interaction to take place not only during the lecture, but also after it ends. **MOOCs don't allow that interaction to occur**, because, again, a professor doesn't care about you more than he cares about thousands of other students in the course.

Many students will **run after MOOCs to get free credits without learning anything**, which means that the school won't be able to force-feed any knowledge to them and I suppose that's an outrageous and horrific thing, right?

At the moment of writing this article, Y1s and Y2s have just finished their fourth week of studies, while some SSE Riga debaters have spent two of those four weeks in almost four different countries. This will be a short summary of all the adventures we had while you were busy studying Maths or International Economics.

### EUDC

The first tournament that we attended was the European Universities Debating Championship (EUDC), and this year it was held in Manchester. Not only it is the second most prestigious tournament in the world (the first place is taken by WUDC), but also it gives a unique experience of trying out the life of a student in Manchester. Seriously, who would mind living in the UK for a week? The event gathered 432 debaters from all European countries. SSE Riga was represented by two teams (Ruta Gabaliņa & Edgaras Marcinkus and Ieva Skrīvere & Gediminas Užkuraitis) and one judge (Lauma Vernere).

# “THE HARD LIFE OF AN SSER DEBATER”

As expected, the main adjudicator team (including arguably the best debater ever - Shengwu Li) had prepared a set of very interesting motions. Some examples:

- This house applauds the rise of songs by female pop artists that glorify assertive female sexuality.
- This house would provide welfare in the form of basic goods and services, rather than cash payments.

After 9 rounds the 16 best native speaker teams and 16 ESL (English as second language) teams were announced. Unfortunately Ieva and Gediminas missed the break by one point, while Rūta and Edgaras lacked three points to be in the quarterfinals. Initially it seemed that the Baltics will be represented only by a team from Tallinn, but then our very own Lauma broke as a time-keeper. It was rough, her hands even got a bit sore from the intense clapping, but overall she represented SSE very well. The quarterfinals and semifinals took place in the Manchester United stadium, a Mecca for most football fans. Old Trafford, while the finals were held in Palace Hotel.

Ups, forgot about my radioactive sandals!

Another point to consider when visiting Israel is security check. It is perfectly normal for all foreigners to be inquired for some 20min about the purpose of their visit, names of the people they know in the country, who packed their bags, or whether someone has given them a gift before the trip that could be a bomb.

- ESL final motion: This house believes that the state should not fund any works of art or performances that the average citizen would not recognize as having artistic merit. Winners: Lund A
- Open Final: This house would give more votes to citizens according to their performance on a current affairs test. Winners: Oxford A.

After both finals we had a black tie social with a superb three course meal and unlimited amount of wine. As a result of that Lauma and Ieva ended up dancing with the Chief Adjudicator, the debating God Shengwu Li. A great ending to a great tournament.

### RED SEA OPEN

Just two weeks later Ieva and Gediminas headed to Red Sea Open in Eilat, Israel. In short, RSO is a debate tournament that is better than most people's vacation. And from now on we're planning to make it a tradition that the best team in Euros gets to go to Israel.

However, it is quite far away, and the flight ticket prices are not that student-friendly. Therefore, we invited an alumnus, ex-debater, and a lecturer in SSE Riga Mārtiņš Veiss to travel with us. Luckily he works for airBaltic and thus can provide +2 people with tickets at airline employees' prices. However, to enjoy such benefits, we had to listen to quite a lot of random airline trivia (Veisulis is very passionate about his work, so he always enjoys sharing facts about the length of the runway, number of this particular plane model in airBaltic's arsenal etc.)

But as if security questions wouldn't be enough, my fellow travelers decided to spice things up by seeming even more dodgy: Gediminas the Responsible made his passport just a week before the trip, which is a universal red flag for shady immigrants, while Mr. Veiss had recently visited some abandoned military base in Cyprus, so his sandals apparently still had some radioactive dust on them.



After all the security check we were finally let in Tel Aviv. Although it was a weekend for them and nothing was working, we didn't mind as our hotel was 2min away from the Mediterranean Sea, and the water was close to the air temperature of +31.

### Today Drink, Tomorrow Think

After almost two days in Tel Aviv we headed more to the South to Eilat. There we were provided with 5 basic necessities for the next four days: food (huge banketas three times a day), drinks (open bar from 9:00 to midnight every day), shelter (a LVL 100 per night hotel room), sun (+36 degrees and not a single cloud), and water (pool, and the Red Sea in 5 min walking distance). And in our humble opinion, we were quite good at making the most out of the situation: you have been in the sun a lot, if the locals compliment your tan; moreover, you have visited the bar a lot, if the next morning Russian tourists are complaining about the students who drank the bar empty the night before. The stereotypes about Eastern Europe were established even further by us having a team name 'Today Drink, Tomorrow Think', and Gediminas having the most useful skill in a bonfire party next to the sea – being able to open a beer bottle with a lighter (during one night he had to open at least 50 beer bottles).

### The tournament: God, and male circumcision

But in addition to the humble life we had in our free time, the tournament itself was of a very high quality. Israeli debaters are one of the best debaters in Europe, as many of them have English as their first language. Also, the judging pool was very experienced, consisting of the two main judges in upcoming WUDC, and two judges from the next EUDC. Some of the motions:

- **This house would ban the circumcision of males under the age of 18.**
- **This house, upon discovering irrefutable proof that god does not exist, would use a fail-safe system to destroy the proof and hide it from any human's knowledge.**

### Ahh! those extremist bombings...

Because of the security checks getting in Israel was difficult, but it was nowhere near the struggles we had with getting out of the country. Firstly, due to some Egyptian extremist bombings near Eilat a month ago the government suggested changing the plane trajectories for domestic flights. The airlines did not see it as a smart idea, so they just cancelled a couple of flights, including the one we were hoping would bring us to Tel Aviv. Thus, we had to arrange with some Israeli debaters that they would call the airline, shout impolitely, and arrange that our flights are rebooked. Secondly, due to some holiday (or maybe some religious reasons) the direct flight to Riga was cancelled as well. Our Plan A was going with Austrian Airlines to Vienna, while Plan B was getting business class tickets to Warsaw. Having a Lithuanian with us made the choice easy, as visiting Poland never seems like a good idea to them. Thus, we ended up spending a day in Vienna. Shortly, it was a day full of seeing pretty buildings, drinking good beer, and eating huge schnitzels.

### Back to the cold, sad, and rainy country

After a bit more than a week of travelling we finally landed in Riga. When returning from a country that does not have clouds, the rain makes you very sad. Also the 20 degree difference in temperature does not help. The only thing that could cheer us up was remembering that debate tournaments happen almost every week in all parts of the world, and there are so many places we can still visit during our time in SSE.

If you also want to experience similar travel adventures, come and join the Debate Society. Sessions are held every Monday and Thursday, 17:15, in 507.

**P.S. It is never too late to start. Mr. Veiss joined the Debate Society only in Y3. Though he still regrets that it took him so long to make this choice.**

by Ieva Skrivere

# The zebra that sung the

# BOHEMIAN rhapsody



'Why would you want to live a less interesting life?'

**A**n interview with Dzintars Dreibers, who earned his masters in economics, but traded an established career to pursue his passion in film-making.

**If you happen to bounce in a former coursemate, probably employed in a business or finance industry, what do you say when one asks, what, Dzintars, are you up to?**

I think all of them know what I'm doing. The first moment... Well, I don't think it's a very big surprise, because all the students eventually had very different interests in life. Some are working in architecture, or nature observing, or even being sports commentator. That's what is good about SSE Riga. The diversity. Actually, some of them told me that if I hadn't gone into film, they would(smiles).

**They might then ask, why you did it.**

The answer is very simple. After graduation, I had no real idea what to do. I went to PwC, which seemed the best choice at the time. Three years later, I still didn't have a clue. Looking for something more creative, I tried marketing. It wasn't really very creative (smiles). It was more about being confident about something that isn't possible to measure in any way. Then I took a pause to re-think what I'm doing. By that point, I had already made a couple of films for my friends with the idea to make them laugh, to make it fun.

**Had you done some filmmaking while, say, a teenager?**

I had no video camera (smiles).

**Yes, probably very few people**

**had one at that time...**

Looking back, I can of course see the creativity. I had made some theater plays during secondary school. In SSER, I made some very strange performances together with Andis Kotāns by singing the Bohemian Rhapsody and dressing up as a worm and a zebra. Something totally crazy (laughs).

**Do you think it's OK not to be sure about what you want to do right after graduation?**

Those who know are, I think, very lucky persons. Probably you'd find them in Biology, or something like that. Economics is a rather broad subject with many, many possibilities. Still, I enjoyed SSE Riga very much. But all other schools seem very bad afterwards (laughs).

**Should one logically think about one's purpose, or just let the life do the choice?**

I could never wanted to sit down for months, and think about it logically. My mind just doesn't work like that.

**During my studies, however, I didn't fully believe that you can choose whichever field you want, and live a good life in it. All the talks about pursuing what you like sounded like bla-bla-bla in secondary school, and most of us just went to the best school at the time, and later to where the money is.**

**What is a typical day for you now, as you're making films and doing what you really like?**

There's no typical day in film (laughs). I work on documentaries, as well as advertising; some fiction stuff; even corporate videos. At the same time I make my own documentary films. Remember the Dream Team 1935 movie? I

was the Assistant Director, and all the basketball stuff is mine. (Aigars) Grauba and (Andrejs) Ēkis are wonderful movie directors, but they simply had no idea about basketball (laughs).

So I was responsible for making the score script in a way that everyone's shouting 'YEA-AA-H' even though the result is known beforehand (laughs).

**With the business and education background, do you think it's possible to make money in this industry in Latvia?**

This is an amazingly sad story. Latvia is small. It's easy to make yourself a name in the industry, but then very soon you reach a 'ceiling'. You can get quite a bit of money in the advertising and commercials; but making a profitable movie is quite impossible. Last years are better, though, as more and more foreign, especially Russian, films are made here, in Latvia. They come here to save on expenses, and also get some funding from Riga municipality. On the other side, technology is becoming cheaper. It's possible to make amazing videos relatively cheap.

**The state provides some help to hold together the film industry. Are there any drawbacks to such a help?**

Latvia has allocated 2 million lats for all the films, from documentaries to animation. The biggest films, such as the Dream Team 1935, collected around 0.5 million – totally not enough. Even though the film was a major success, economically it still was far from paying off. But you also make culture, and gather history, and make people stay in the country, which is very important. If nobody makes a film about the

pre-crisis period, it will be a sad story. We will lose the lessons from those memories.

**Can you sell almost anything to the jury to get that state support? Or are there some taboo issues?**

There is no such censorship in Latvia. You just have to be passionate. The problem is different: last year only 1 from 4 fiction films actually got the funding, even though all were preparing for more than three years. It's a harsh competition.

**Can we specialize in some genre, export it and reach wider audiences?**

Currently, we lack a particular niche. If you look back in history, it all starts with a genius personality that triggers a new wave. But even dogma films from Denmark, a huge thing in Europe at the time, just managed to be profitable.

**How can we develop this niche genre?**

Some break-out is needed. A very strong personal statement. Latvia is still quite known for poetic documentary films, made during the Soviet time. One example is the film "Ten minutes older", directed by Juris Podnieks. You see only the face of the child and his emotions, from tears to laughing, as he watches a movie in the film theater. It was amazingly recognized, and is still studied in film studies in the US.

**What would be your ideal film?**

I love to document the social contemporary issues specific to Latvia.

For example, I started a film about police. There is corruption and some shitty things, but also lots of dedicated people. And it's funny, too. You'd be amazed to hear the stories people create after being stopped by police for speeding! Pregnant wife, toilet, whatever!

**The United States and the EU are struggling to sign a FTA. One reason for it is France, who is blocking free trade by protecting their national film industry from cheap American Hollywood blockbusters. Do you support such a state intervention?**

The reality is that American blockbusters are just too popular, with too good actors, to block them. It would be stupid to say, we don't want to see Scarlet Johanson naked ever again! Yet some amount of the profit gained from tickets should go to local film producers. Or that cinemas should show local movies at least 15% of the time. Unfortunately, this kind of protection is also artificial. Local producers have to get used to the idea that you'll get in the cinema only when you'll actually produce a good, mainstream movie!

**Competitive education can often incentivize people to travel and work abroad, in the search of better living standards. How would you motivate people to stay and realize that you can have a fulfilled life here as well?**

I'm more enthusiastic of the idea of giving students the mental means to see these possibilities you can achieve here, rather than restrict them going abroad. It's the job of the school, and education in general. Making propaganda videos just

resembles zombying.

**What kind of an advice would you give to students who are thinking of having an unorthodox career?**

Nike. Just do it. Of course, there's a trade-off. Following a traditional career will much faster lead you to a car, a house, and stuff like that. Switching the career won't necessarily take away all the negative aspects any job has: we still have our routine and strange people all around (laughs). But if your heart sticks to something else, I see no reason why continue living a less interesting life.

**We had an interview with Zane Culkstēna last year, who works in marketing...**

She's amazingly good!

**...but she was somewhat critical of the fact that SSER can lead you to a career path so fast that it's difficult going back to do the thing you actually love. Do you agree?**

I wouldn't blame the school for your lack of courage. Plus, you always have the opportunity to ask for some more artistic elective courses. The administration is very open to suggestions. Of course, as you graduate, you probably won't be going to work in Narvesen as the guy making hot-dogs. It may as well be easier to switch to arts from Narvesen than from an investment bank.

**What qualities did the SSER give you that helped you over the years? What were the ones that were lacking?**

Everything related to organizing your work, discipline, work ethics, presentations and deadlines has been very useful ever since. Cooperation and teamwork as well. What's lacking? Well, in SSER you get used to being among bright minds and wonderful lecturers who talk about how to calculate taxes. You get out in the real life, and realize that it's impossible to pay those taxes in the first place (laughs). And the IQ is lower, too.

**Finally, what's your role in a team work?**

As a director, I'm a visionary and put the scriptwriting in real life. But I also have to be rather sceptical about what the scriptwriter has imagined. If the writer has portrayed a guy like Arnold Schwarzenegger, but the actor looks like Scarlet Johanson, we might have a problem (laughs).





# Norway Norge

by Aleksandrs Goba Y3

The first impression of Norway is definitely the magnificent nature and especially the fjords! Students here are offered a great variety of trips and cruises, which are partly or sometimes even fully sponsored by different student organizations.

**A must-see place is called Trolltunga, which is a cliff in a shape of a tongue** (just like the one from the Lion King movie), which is positioned over a wide river between two very high fjord mountains.

Studies at NHH share some similarities with SSE Riga, since the level of studies is quite high. Moreover, exchange students are offered a vast choice of different courses in areas such as finance, business, marketing, economics, strategy and, of course, Norwegian main speciality, shipping economics. The main difference between SSE Riga and NHH is the **cosmopolitan society** in school, since there are **students from more than 50 countries**. It is really interesting to get to know so many cultures after getting away from the usual Baltic culture.

Since NHH is a business school, crazy student parties are not an exception here. :) There are numeral student organizations, which organize different shows and parties at NHH. Moreover, students in NHH are considered to be the most active ones in the whole Norway, therefore, anyone can find an organization to join according to his or her interests.

When it comes partying, pre-parties here is a must, since due to municipality regulations alcohol is very expensive, therefore, students usually gather as early as at 18.00 to pre-party and then all together go to Klubben (famous club located

at NHH). A price for a 0.33l beer in Klubben is around 3EUR and this is the CHEAPEST beer you can get here! In the city center prices for a 0.33l beer might be up to 9EUR and cocktail prices are varying between 20 and 130 EUR; therefore, all incoming students are taking all

## Cuba libre for 20€+? Welcome to Norway!

duty-free amount with them from the airport. Another must-do thing if you ever visit Norway and plan to stay for some time.

All in all, Norway is a wonderful country to spend your exchange semester, since here you can not only enjoy the beautiful fjords and do a lot of hiking, but also get involved in a lot of stuff such as different sports activities, student organizations and free salsa lessons,

**get to know a lot of great people, find your true love, enjoy crazy Nordic parties and much more.**

### Norwegian School of Economics (NHH)

NHH is Norway's oldest business school and a leading Norwegian teaching and research institution in the fields of economics and business administration. NHH is a very active participant in exch These programs: it currently have partnerships with more than 130 foreign institutions in over 30 countries, and around 40 percent of the school's students spend at least one semester on exchange. Notable alumni

include Helge Lund, the CEO of Statoil; Jon Fredrik Baksaas, the CEO of Telenor, a telecommunications provider; Yngve Slyngstad is CEO of Norges Bank Investment Management (NBIM), which manages Norway's sovereign wealth fund.

Around 20% of applicants are admitted annually.

### Norwegian School of Economics

Norges Handelshøyskole



<b>Established</b>	1936
<b>Type</b>	Public
<b>Rector</b>	Jan I. Haaland
<b>Admin. staff</b>	300 (total)
<b>Students</b>	3,250
<b>Location</b>	Bergen, Norway
<b>Affiliations</b>	CEMS, PIM, Erasmus, EQUIS
<b>Website</b>	<a href="http://www.nhh.no">www.nhh.no</a>



by Victoria Pilinko

Greetings from the far East, everyone! Here follows my short story about how Hong Kong has been so far. Please don't mind it being so short, but life is out there, and sitting in front of the PC is among the worst things you could do while amazing stuff is happening.

### Studies

I don't know whether it's just a different exchange attitude or maybe I haven't got it yet, but having 6 courses at the same time, I feel like on vacation. It's very easy compared to SSER. Lecturers have, let's call it, funny accents. Locals come to lectures one hour late! So, if I'm late, I am not missing lectures, I am just trying to assimilate with the local culture!

### The Campus

Amazing. Big, comfortable, all you need. But a bit too much bookings and queuing, though you get used to it.

### Hong Kong

Awesome! Beautiful skyline, unsurpassable views on numerous hiking trails, crazy partying districts, and beaches, of course. And yes, the sea is super warm. And yes, you can start biting your elbows right now. Beaches are awesome.

### Locals

Funny. Different. A bit rude, at least some of them. Weird combination of being 'very efficient' as they say about themselves and hurrying, and being extremely slow on some occasions at the same time. Haven't made up my mind yet whether I like them or not. So I won't generalise, but just say that I've met a few very cool locals. A few.

### Food

I would kill for kefir, tvorozhok and smetanka (i.e. biezpiens, skābs krējums). Possible to find good food, some Thai or so, but for a person like me who doesn't eat meat the selection narrows down significantly. It gets so bad at some points that I start cooking... Those who know the usual division of tasks in the dorms between me and my sister can probably understand what it means... :)

### People

The city is very cosmopolitan, tons of people from everywhere, but still of course Chinese faces dominate the scene. Exchanges are a lot of

# A Beach Vacation You'll Never Forget

with the right ones, your life will surely be quite adventurous.

### Traveling

I haven't been anywhere outside Hong Kong yet, but planning to go to the Philippines, Thailand, Laos, etc. And just to make non-BY students appreciate their passports – Belarusians need visas even to those Southeast Asian countries. \*...\* - space for swearing.

Opinions expressed in the above paragraphs are my personal subjective observations and might not adequately reflect the reality. I am off to have fun, m goi.

## The City University of Hong Kong

CityU university offers more than 130 Bachelor degree programmes within six Schools and Colleges, including Business. The main campus is huge with an area of around 15.6 hectares. There is also a huge library, with the total number of seats available around 2,200 during term time, and 2,700 during exam periods. The university was ranked 104th in the world and 18th in Asia by the QS World University Rankings (2013/14), and 4th in Hong Kong. Bachelor of Business (BBA), a 4-year program, is the most popular such undergraduate program in the country, with 4586 applications for the 2013/14 school year. BBA students will not select a major until Year 2 Semester A. The top 20% students (based on their Year 1 academic performance) have a free choice of majors; others face a quote and harsh competition.



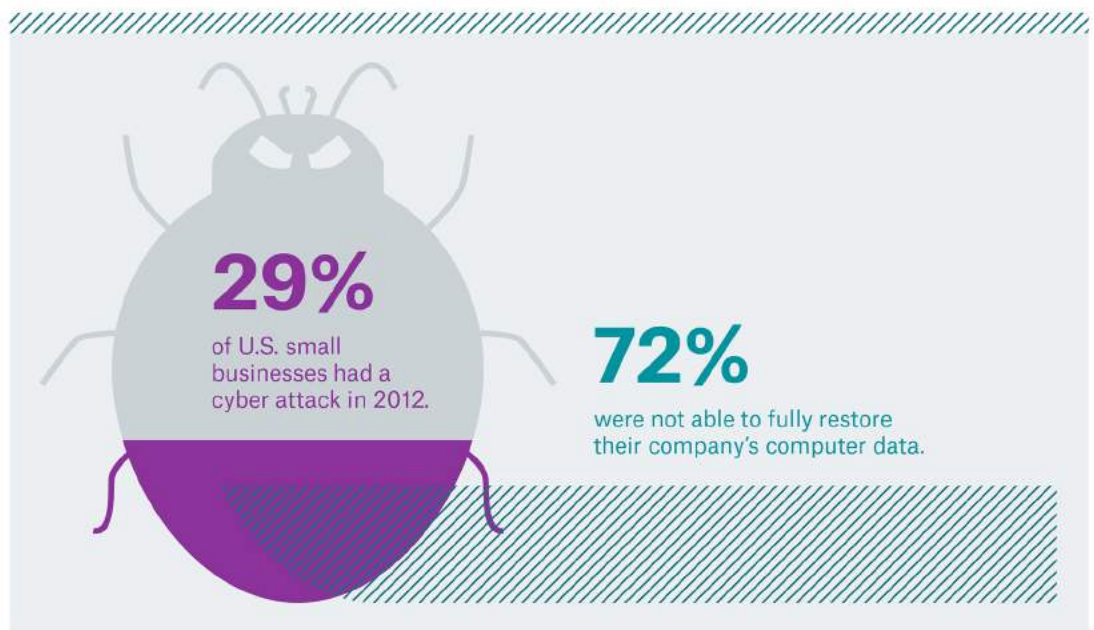
# INSIDER SPECIAL

## Business Spying Insights They Don't Want You To Know

From now on, the Insider starts a new column called the Insider Special. It is devoted to taking a closer look at a issue talked about in the elevators of Wall Street and brought up during chit-chats at CEO dinners, but which may as well have slipped unnoticed to you in the rain of course formulas and theory. This time, it's business spying and busienss intelligence.

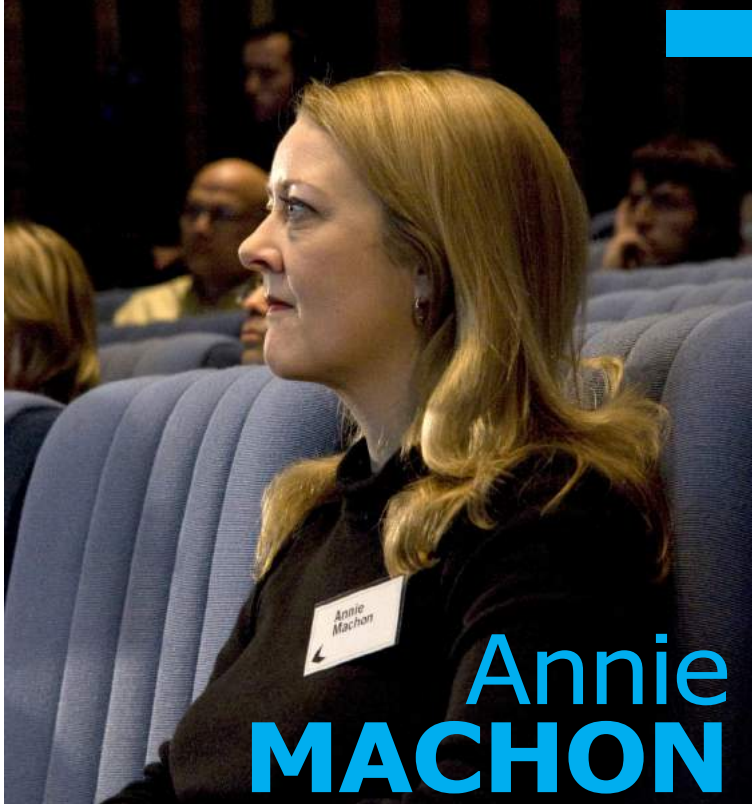
You may think that as a student, you're as far from business spying as one can get. Not quite so, says Annie Machon, a security and intelligence expert. In an interview to the Insider, she suggests that, to keep up with security knowledge, students having a 'CEO' title in mind should learn the basics of cryptography, and universities should offer courses devoted to intelligence.

### Cyber Attacks Target Small Businesses



### What are the causes of cyber attacks?





# Annie MACHON

## INFO

- >Worked in British Security Service (MI5) in the counter-terrorism division investigating Irish terrorism.
- >In 1996, blew the whistle on a series of alleged crimes committed by the spies, such as phone tapping and gathering info about senior government officials.
- >15 years later, is known as an intelligence expert, international speaker and political campaigner.

# “A successful cyber attack would explode the financial system”

An exclusive interview with a former spy at the British Security Service (MI5) who blew the whistle on the extensive criminality within the intelligence agencies, and has since been an international speaker on intelligence and security matters. She admits to the Insider that the recent leaks by Edward Snowden are only part of the story: big businesses do spying too.

**Edward Snowden, an American whistleblower reporting the surprising extent of government’s mass surveillance, recently revealed that the NSA has been known to collect key business information from strategic companies, such as the Petrobras oil company in Brazil. What do you think is the extent of business spying in Europe?**

Quite extensive. One of the aims of national security agencies is to protect the economic wellbeing of the state, which means that they also need to maintain competitive economic advantage. Businesses should accept that that’s the way it goes. In this globalized world, the US especially isn’t just trying to police

the world, it also aims to surveil- lance it.

But industrial espionage is not done only by the state. In fact, in the decade following the 9/11, there has been a massive explosion in corporate spies. The mercenary spies, as they’re called. Organizations like Kroll, which does due diligence, have grown massively.

**You mentioned mercenary spies. Is there any other tools the government can use to spy on businesses?**

Infiltration. Particularly in the UK recently, there’s been a big scandal about phone hacking. This involves not only getting the messages off the phone, but also blagging (as they call it). Blagging occurs when a mercenary spy, knowing whom to call, would call up and pretend to be a certain employee and get some sensitive, perhaps secret data. The private detectives would go even further than that. So it’s a very murky world.

**Should relatively smaller businesses in the Baltics and Eastern Europe also be concerned?**

**Aren’t we too small to be significant?**

I’d still say it probably is happening. It’s former Soviet Union, after all, and it’s definitely pretty high up on the NSA list.

**Background checking is very important when one is applying to a senior business position. The so-called due diligence. What do you think are they checking?**

Everything possible will be checked. The NSA is gathering information on your credit cards, medical records, all the employment histories of course. A full spectrum check. They’ll even talk to your friends and former colleagues, until something murky scribbles out. This includes your sexuality. If you’re secretly gay, that might be used as leverage against you. This information can prove to be very dangerous when used to blackmail you.

**Is it possible to hide something?**

I think it’s very difficult. It’s certainly possible to scrape your internet profile on Facebook, which means not only taking it down but actually erasing the information that’s

to assume that nobody keeps that information stored even when it's out of the internet.

### **Any tips on how not to screw up?**

Well, you can try to keep some info out of the public domain, keep your FB page very, very blank, don't show your friends and business networks, etc. I'd also suggest thinking strongly about privacy when making business deals. Similarly, many businesses use Microsoft as an operating system for encrypting even though the NSA spies have a very easy way in through the back door. So, if you're really serious about keeping your info safe, I'd suggest switching to open-source systems such as Linux.

### **Coming back to phones and calling, what's the best way to achieve privacy there?**

This is when you become really paranoid (laughs). The smartphones have a GPS installed in the battery so they can track you wherever you are. Most people think that if you switch it off, it's off. It can actually still be live and recording. So some will take out the battery. The problem is, if they're really at you, they'll have installed a second small battery that is still running for about 15 minutes. So, if you're doing anything really confidential, make sure you leave your mobile phone at home.

If you want to be secure with communicating to another person, get brand new SIM cards and telephones just for that conversation. Don't use it for anything else.

### **Are major business leaders taking these precautions, when, for instance, discussing mergers and acquisitions?**

If they're serious about it, they should. But most leaders don't think that way. Businesses should definitely be more aware of the privacy factor. Occasionally you hear on the news about some confidential talk in a low-key motel. Sometimes they'd even switch the rooms just prior to the meeting, or close the curtains to cut out any listening through the window with lasers intercepting vibrations. It indicates that they're quite aware of the spying risk.

### **One of the reasons you left MI5 was because they didn't share your ethics values. What should one do if such a discrepancy is happening in a company?**

It's very difficult to change the or-

ganizational culture that's pressured against you. You raise these issues with the management, but they often just shut you off. It's endemic. You can see it even on the scale of what Snowden has done. The NSA isn't saying, OK, we've done some bad stuff and maybe we should redo it; instead they're closing ranks. I'm not saying you shouldn't join these organizations; just be aware of where you're pulling yourself in to.

### **Obviously, you can't always whistleblow all the small ethics violations. At which point should one just conform and accept the reality?**

Depends on your country and the company. Becoming a whistleblower will change your life, since people

intelligence secrets was simply to make it a part of a life-long culture. Charles Strauss talks about this in his articles on intelligence security. In this market, however, people are expected to hop around from company to company. The concept of whistleblowing is going to get much more common, increasingly difficult to control, and lead to a cultural shift over the years.

### **How important and widespread is spying on your main competitors? I was once told in a guest lecture that Samsung guys know all there is to know about Apple products and financial numbers...**

I think it's blatantly obvious if you look at the products (laughs). Industrial espionage is as old as



will notice it and, effectively, you become unemployable. Thankfully, sometimes they'd have whistleblowing protections installed. Having said that, none of the people who have called out the corruption in the London banking sector have managed to stay in the industry. They all admit being persecuted for violating some certain confidentiality agreement. Those who ask questions tend to leave; the dull ones progress up the career ladder.

### **What is the underlying reason behind the policy of keeping whistleblower protection loose?**

The lack of political will almost always comes from business lobby. Yet it's culture, as well. My parents' generation would expect to have a job for life. The old way of keeping

government espionage. It is indeed easier now, as you can hack your way into computer systems, as the Chinese have been doing with American trade secrets.

**But the best way to conduct it is via human sources, the 'plants' in competitor companies. There's probably one or two in each company, quite high in the organization structure.**

This has been happening in the oil industry for a very long time.

Ultimately the question probably is for how long can you protect your intellectual property, and whether, with the internet, everything should be much more open-source and collaborative. I definitely agree with the latter side.

**The Chinese hacking fuss rises the issue of how deep the government should be involved in protecting the better performing companies. Is it their job, or the company's?**

It's really the responsibility of the company. Of course, if someone is developing a super-new weapon, it's also in the long-term interests of the government to step in and help. Yet the stronger the government laws become on intellectual property, the stronger the push-back is from the hackers. Ultimately the question probably is for how long can you protect your intellectual property, and whether, with the internet, everything should be much more open-source and collaborative. I definitely agree with the latter side. It may as well revolutionize the whole method of production across the planet.

**What may be the way out for small and medium sized companies here in the Baltics, who, still facing hacker threats, lack the funds to maintain a proper security branch internally?**

The Germans are using Linux on the federal level across many municipalities. The encryption is much cheaper, and there's much more support. In fact, following the NSA revelations, all the top hackers and computer geeks are thoroughly looking through Linux to erase any

mastercode the NSA might have planted there.

**Financial institutions are also very vulnerable to cyber attacks. Last year 53% stock exchanges were hit by hackers, and the total cost of cyberattacks is estimated to be above \$100bn. Might the next financial crisis be triggered by a cyber attack?**

Might easily be, yes. Even though it's just as likely to be triggered by the young and eager criminals working at the top of most banks (laughs). Do you remember the Stuxnet computer worm that the Americans and Israelis developed to attack Iran's nuclear facilities? So, these cyber attacks can be designed as a weapon. Once you release it in the world, you must control it or it'll come back and hit you. If something like that is embedded in the financial system, it probably would explode.

**Should business schools such as SSE Riga teach about the security threats to their future businesses?**

Absolutely, yes. In fact, my partner has lectured in a lot of Dutch universities and MBA classes to these middle-managers who are bound to get to the top one day. And they've never heard of any of this (laughs)!

*by Anna Kuznecova , et al.*



# Books thesis students call 'gifts from God'

have been asked by the editors of The Insider to prepare a list of 'TOP-books.' This request puts your humble librarian at a distinct disadvantage, namely, I'm not an expert in any of these subjects, with the exception of 'other,' which I majored in at university. The list, therefore, has been constructed with the help of such anecdotal evidence as how often a certain title is checked out of the library, or how many tissues I must offer a student upon breaking the news that a certain book is not available.

**"The Oxford Handbook of Venture Capital,"** edited by **Douglass Cumming.** Oxford University Press, 2012.



This book has been described to me as "A gift from God" by a grateful thesis student. The Oxford Handbook series offers articles written in fairly non-technical language that survey a subject such as venture capital. These books are great tools to start your research into a wide variety of topics, and not just in finance. Do a title search on "Oxford Handbook" in the library catalog to see all of them in the library.

## ECONOMICS



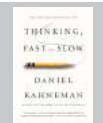
**"The Economics Book: Big Ideas Simply Explained,"** edited by **Niall Kish-tainy,** DK Publishers, 2012.

Anders Paalzow found this book at an Urban Outfitters in the U.S. and brought it back for us. Let's be honest, no one at this school should need such a basic book in economics, but I have to admit, it does a pretty good job of taking complex issues and breaking them down in lay language. A good book to explain to your parents what it is you are doing here.



**"Introduction to Econometrics,"** **James H. Stock, Mark W. Watson,** Addison-Wesley, 2003.

Yes, this is your Econometrics textbook. What's worse, the editors at The Insider asked me not to put textbooks on this list. Well, I really don't care what they say and I'm trying to make a point. The point is this: often students at SSE Riga ignore the textbook. That's fine, everyone has their own learning style, and some of the books are more relevant than others. This one, however, is supposed to be really, really good. Alumni swear by it. So, the message is, if you need to learn some Econometrics, this is your go-to guide, recommended by people who have passed the class, and they're the experts after all.



**"Thinking Fast and Slow,"** **Daniel Kahneman.**

"Wait, what is this? This isn't an economics book!" you say... Well, yes and no. In his book, Kahneman addresses the psychological underpinnings of how humans make decisions, especially in an economic context. Kahneman's book is a perfect example of what happens when two social sciences intersect. Profound and easy to read, "Thinking Fast and Slow" is worth a look.

## MARKETING



**"Social Media Marketing,"** **Tracy L Tuten, Michael R Solomon,** Pearson Publishing, 2012.

Hot! Hot! Hot! This book is so hot we have trouble even ordering copies! This is a book all about harnessing social media for business. This is the book for you if you want to evolve beyond "Dude, our business should have a Facebook page... or something." Tuten teaches in the Executive Education program right here at SSE Riga, and I understand her course is a blockbuster. This book is not to be missed.



**"The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands,"** **J.N. Kapferer, V. Bastien,** Kogan, 2nd ed., Page Publishers, 2012.

As you may know, luxury is not the way your librarian rolls. My attempts to reach the heights of fashion stop short of being able to match my socks. However, here at SSE Riga, we have a cadre of marketing experts for whom luxury is second nature, not to mention first priority, and this tome is their bible. "The Luxury Strategy" is the single most requested title among thesis students interested in marketing.

## OTHER



**The SSE Riga Center for Media Studies Collection.**

The Center for Media Studies has a collection of books covering all aspects of journalism.

## ENTREPRENEURSHIP



**"The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company,"** **Steve Blank and Bob Dorf,** K&S Ranch Publishers, 2012.

This book preaches the message that new businesses can't simply act like small models of large, successful companies. Members of our LOE staff maintain that Blank's book is the best book out there for understanding how to get a business up and running today.

*While the SSE Riga library focuses on material that supports our courses, we also collect books on a wide range of other subjects. There are secrets at the ends of the library, and you are invited to come in and explore them.*

# Go Beyond's second grad class

# FIGHTS smoking



September 11  
every day

Why don't we call it terrorism?  
[www.draugiem.lv/neputmiglu](http://www.draugiem.lv/neputmiglu)

**Pēteris Tulls, Y2:** 'GoBeyond was a priceless opportunity to accomplish projects that I would have never done otherwise and to develop my skill set along the way.'

**G**o Beyond, a popular youth development program among SSER students, just saw its second graduation class. For a year, SSER students mingled with other students and developed ideas such as "Nepūt Miglu", an anti-smoking campaign all across Riga, and Latvia.

## About

Go Beyond is a youth development program, which was established in June, 2011 by five professionals who wanted to improve leaderships skills among youth, increase their competitiveness in the labor market, encourage more successful integration in the entrepreneurial environment and improve the quality of informal education in Latvia. This program has been implemented for two years

already and we continue working in order to fulfill our mission –

to empower young people to acquire leadership and professional skills in order to go beyond their limits

## Learn

During this year, we, GB participants, better learned how to work in a team, how to better manage our time, how to cooperate and find a compromise. We have met amazing people, and not only our peers-participants, but also personalities, who have already achieved something. We have gone out of our comfort zone, and not only during teambuilding activities, in which we were climbing on the ropes, but also during many presentations. We

learned a lot, and I believe, that most of the valuable things we will remember, understand and use after year or maybe even later. But I think everyone who has been in

this project can say from the heart, that this was one valuable, fun year, in which each of GB participants improved and developed themselves.

## Participate

Unfortunately, this year's application process is over, but if you are young people who has willingness to dedicate your time to personal development, learn new things and spend your free time wisely, then you have to apply for this amazing program next year!

## 5 things you didn't know about GoBeyond

- 1. Did you know that GoBeyond participants participated in anti-smoking campaign "Nepūt miglu"?**
- 2. Did you know that GB'13 represented 5 students from Stockholm School of Economics?**
- 3. Did you know that each GB participant has his own mentor and coach?**
- 4. Each month we have amazing guest lectures. Lectures always are life experienced and interesting personalities.**
- 5. During this year you have an opportunity to become friends with amazing people, who already know what they want from life.**



by Laura Sarta

# What a wonderful internship!

The Insider takes a look at some of the most challenging internships this year, and concludes that working-your-ass-off is what makes a superb summer experience. Whether it's sales, marketing or banking, each of the four fellow students admit to having one of the most intense summers in their life. And it's not like these Y2s had a leisure time before, nor are expected to this year. Some call it self-torture, others - personal growth.

## 2989 FAMILY VISITS SECURE AN 'INTENSE' SUMMER

Krystina Pilinko

**Position**

Independent Student Dealer of Southwestern Advantage Company  
**3 associations with the job**  
 Challenge, personal growth, fun  
**Duration and overall satisfaction (1-5/5)**  
 3 months, 5+

This summer I was working with SW, selling educational systems door-to-door. It doesn't sound like fun, I know, but actually I can tell that it was the best summer in my life: the most challenging, fun and intense one. Here are some numbers

of my summer: had 69 working days, 1009 working hours, met 2989 families; was selling in four different languages: English, Russian, Spanish, Pennsylvanian Dutch (the last two I was learning already at the workplace.); 3 times got ride back home from police officers

in police cars; covered 2500 km on a bike. The great thing about this summer internship is that something extraordinary happens to you almost every day.

There are too many fun stories to tell - there are not enough pages in the Insider. This job gave me a lot: experience, great memories, money, but the best thing I gain there is the habit of being happy no matter what! Cannot wait going back next summer!



## JĀNI ENDS WITH BREAKFAST IN THE OFFICE

Anna Plaudina

**Position**

Intern in Group Marketing Department at 4Finance  
**3 associations with the job**  
 Computer, free atmosphere, open space office  
**Duration and overall satisfaction (1-5/5)**  
 8 weeks, overall satisfaction - 4

interesting. Besides, I also had to help my colleagues on various tasks, that mostly involved translations (there are 12 countries they are operating in). That was the core of my work, however, I remember some particular things I enjoyed the most.

I started just after Jāņu diena, and had the first breakfast with my colleagues and Jāņu cheese, since there is tradition to update every one of what is going on during collective breakfast of Brand and Advertising team. Moving forward, I actually think that it is a good idea to discuss various topics in informal atmosphere.

Mostly I worked on data collection, social monitoring, including legal information that was quite

I didn't expect to actually be present at meetings with Film Studios or to see how the shooting process of a new advertisement clip was going on. Well, I did. My department was trying to think of tasks and different activities so that I could take the best out of my internship. Great experience, for a person that thought that Cannes Film Festival is everything that happens in Cannes (there is Cannes Lions, as well). Searching for outstanding advertisements, and updating myself of news in this field field was as well part of my job.





## HOW TO BEAT STANFORD

I could honestly say that this was one of the busiest, hardest and the most exciting summer in the last couple of years. Working in advertising is not as easy as it seems it the first moment. It involves a lot of communication, team work and socializing, because without a team it is impossible to



make anything happen. In order to make things done you have to communicate with designers, copywriters, project managers, etc. This was an amazing opportunity to see how the structure of advertising campaigns are actually built;

starting from creating an idea till the real outcome which you can see online, on TV or on the street.

During this summer I stepped out from my comfort zone, did things that I have never done before, such as organizing a festival: 1st annual SSE Riga fundraiser: Hardy Rock festival.

Furthermore, I had a chance to learn from the best in this field, establish valuable contacts and the best thing was to see the result of your work after a few months of hard work, non-stop e-mailing, meetings with Alumni, etc.! Thanks to our Alumni we managed to reach participation rate of 35% in Alumni Donation campaign; therefore, beat Stanford and increase participation rate by 2% in comparison with 2012.

### Position

Intern at Strategic department (DDB Worldwide Latvia)

**3 associations with the job**  
Challenge, excitement, IQ camp

**Duration and overall satisfaction (1-5/5)**  
5

## SEPA FOR DUMMIES

I was a summer intern in the payment and settlements department at Eesti Pank (the central bank of Estonia). My responsibility was the coordination of information about SEPA (single euro payments area) on websites of various governmental organs.

It is very important to explain in a simple and pedagogical way how SEPA will impact private persons and companies in their everyday activities and businesses. The new payment system is quite complicated to understand in the beginning and public at large need to get ample information in order to understand what changes will



require action on their part. So I needed to set myself in their shoes and explain SEPA from their point of view. Also, my job was to prepare white papers and briefings on the SEPA topic to higher officials going to various ECB

meetings. My main task was the restructuring of the SEPA section on www.eestipank.ee homepage, which required expertise on the SEPA topic and knowledge of everything about the current situation on SEPA migration in Estonia as well as deep understanding about the difference

that SEPA would make in Estonia and Europe. I had to read dozens of migration reports and official papers and learn new terminology as well as discover the universe of payments. I enjoyed it greatly since I learnt a lot, people there were very nice indeed and for the first time I had a real responsibility. Moreover, the networking opportunities were really good and I made loads of new contacts not only with people working there permanently but through the internship program. Bank of Estonia accepts around 9-10 interns every summer, and if you have the chance, I really suggest you apply!

### Position

Summer Intern at the Bank of Estonia

**3 associations with the job**  
SEPA, TARGET-2, ECB-restricted

**Duration and overall satisfaction (1-5/5)**  
6 weeks, satisfaction: 5

Sanita Gila

Karl Arnold Kommei

by Olha Novak, Maria Azina

# Where to live?

As the new study year has started and for many of us it is the first one, different life decisions are arising. One of them is, where to live? There are at least three choices: (a) one can stay living with parents, (b) move into the SSE dorms or (c) rent an apartment with friends or course mates. We will present you three examples of people having different liv-

ing situation. This will lead us to talking about pluses and minuses about this living place as well as about the expenses that follow it. If you are still wondering where to spend your study years, there is definitely a perfect place for you out there. Maybe you will realize your ideal living place while reading this article.

## Stick With The Parents

### LIVING WITH PARENTS IN BALTEZERS, EXPENSES:

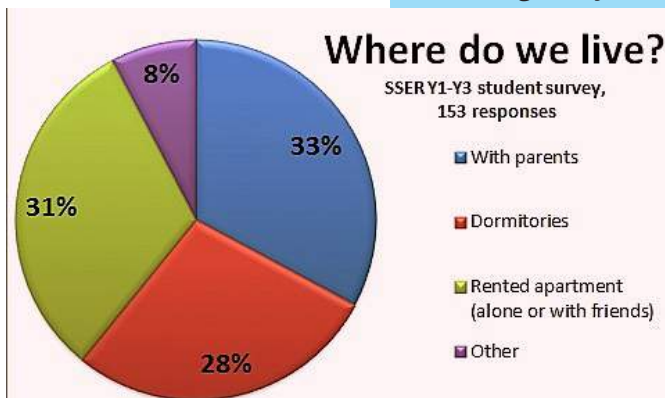
Transportation costs: ~ 26LVL/month	1.3LVL/day
Catering (outside home): ~ 40-50LVL/month	~2.00LVL/day
Entertainment: on average	~25 LVL/month
<b>TOTAL: 96 LVL/MONTH</b>	



Living with parents is not really an option for the most of SSE Riga students since their homes are either outside Riga or even outside the country. However, those who live relatively close to the centre of Riga have the dilemma between staying with parents and leaving the nest. My decision in favour of the first option was mainly driven by financial reasons. Renting an apartment and paying utility bills raise the costs quite significantly, while these expenses can be avoided by living with parents. There are, of course, other benefits for living with parents. For example, after a study-hard day at the school, I do not have to think about grocery

shopping and cooking because most likely there will be something prepared already as I am usually the last one coming home. House chores are split between family members which makes a life easier than in case of living independently.

The list of drawbacks of living with my parents is not a short one, but I will list just some. For instance, the distance is an issue. Baltezers is about 15km from the centre of Riga (40min bus ride). So, whenever I have a lecture at 8:15 I have to wake up at 6:30. The last bus to Baltezers leaves at 23:05. So, when I miss the bus due to studies (has never happened so far) or due to parties (happens always) I have to take taxi which again cost 7-11 LVL depending on the taxi company. Apart from this, lack of privacy sometimes is an issue when living with parents, but the main drawback is that I do not learn how to be independent. Even though it's very convenient that the most house chores are done by someone else, it does not teach me the responsibility for taking care of my living conditions. Independent live, however, forces people to look after themselves.



### 4 minute walk

Living with parents has many benefits such as mentioned before. But my first main reason for moving out was need of living close to school. At the moment it takes me 4 minutes by walking to get to school while it took me one hour by tram before.

## Have an Apartment, Have a Party

### LIVING IN A STUDENT APARTMENT NEXT TO SSE, EXPENSES:

Rent:	~100 LVL/month
Cooking at home:	~60 LVL/month
Entertainment:	~30 LVL/month

**TOTAL: 190 LVL/MONTH**

### The lessons of dish-washing

Besides this, my most important reason for living alone was lack of independence. And this word "independence" can be interpreted in different ways. Technically, I am not really independent since my parents still provide me with money to pay the bills.

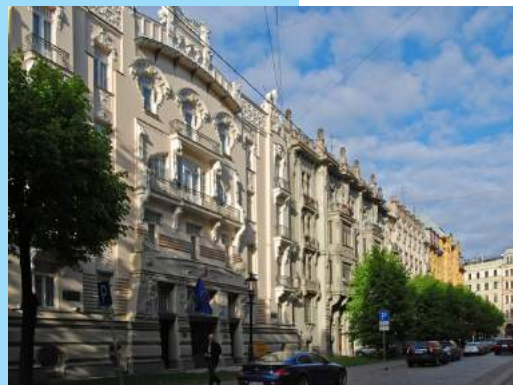
But what I mean by being independent is being able to take care of myself when it comes to daily life. Such little things as cleaning the apartment, washing the dishes, cooking, laundry... Seems nothing serious. But I have to admit that while I was living with parents, I did these house chores maybe once a month, because my mom had already done them all before I returned home from school.

Now I do not have such option. My living environment around me is exactly as I make it. If I will be lazy to wash the dishes right after diner, I know for sure that the next time I'll enter the kitchen, they will be right there in the sink waiting for me. There is no one who can do this in my place. Even though sometimes it can be quite tiring to do these chores, especially if I come home from school very tired, doing them has thought me a great deal of self discipline and time management.

### Growing up

Although these little daily responsibilities are important to learn at early age, there is one other reason why I decided to live away from home. It could be called "physiological pressure". Even though I have very kind and caring parents, I felt that my personal development is slowing down while living with them. They always treated me as their little child and even though it is understandable, it made it more difficult for me to concentrate on studies or to have my own strong opinion on different topics. I usually adopted my parents' opinion and rarely

thought outside the box. I believe that many of my friends who live with their parents might have this issue and will have to deal with it at some point.



Alberta street apartment: everything's amazing, including the price.

### Missing those daughter-mom talks

These previously mentioned aspects were all benefits of living alone, but there are also some negative aspects. One of them is feeling a little bit lonely. Even though I do not live alone in my apartment, because there are other students living with me, I still miss my family. Sometimes I just wish that I could come home and my mom would be waiting for me there, she would have prepared diner and would ask how was my school day. This sincere caring is what I miss the most. That's why I try to visit my parents at least once a month and I am lucky enough that we live at the same city. Over all, I would never regret moving out from my parents' place and learning to take care of myself and overcoming some emotional difficulties.

## Oh, those dorm jokes...

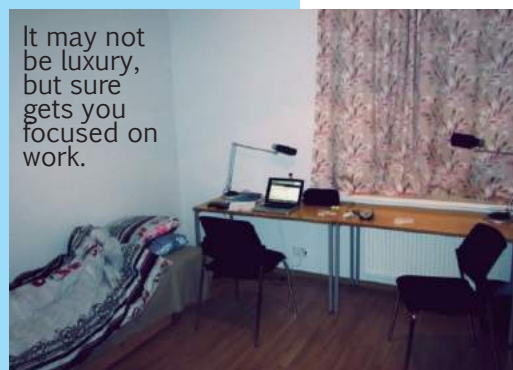
### LIVING IN SSE RIGA DORMS, EXPENSES:

Rent: 50-70 LVL/month

Cooking at dorms/  
eating at school: ~60 LVL/month

Entertainment: ~30 LVL/month

**TOTAL: 170 LVL/MONTH**



It may not be luxury, but sure gets you focused on work.

### The difference

Living in the dorms is not much different from living in a student apartment. Just instead of some four people, one is living with sixty people at the same place.

### Group study

You still have to clean your room, wash your dishes and look after your belongings. But there are quite a few benefits of living in dorms that neither people who live with parents nor those who live alone has. One of these benefits is having your schoolmates near you at all times. If there is some problem regarding studies, you can just find some person who is willing to help and easily solve it. People who live in dorms are their own little community. They have inside jokes, parties and, of course, group study sessions. In dorms it is quite hard to feel lonely, although people who are from foreign

countries still miss their families a lot. Living in dorms is a bit like being in school just in a little more relaxed environment.

### Distance from school

However, there is one aspect of this living place that can be considered as quite negative- it is the time that has to be spent to get to school. It depends on a way in which person chooses to go to school to see how much time is required. Some people ride a bike while others take bus. It is approximately 20-30 minutes to get to school and that time is cut off of our sleep. But besides this, living in dorms is a great place where to live during one's study years. It is also one of the best ways to make friends from school and to learn living away from home.

by Paula Rozīte; Arnis Puharts



# BEERMONSTERS

They are mysterious beings who only appear once every year (like Santa) during Newcomers Camp to show the new students a good time. They are crazy, unpredictable party animals with an outstanding immunity to alcohol and a questionable fashion sense (because latex and capes is a seasonal thing). They are the Beer Monsters. What lies beneath the mask?

## Andrius Čiapas (Beer Monster of 2012 and currently an exchange student in Hong Kong)

### 1. Favourite brand/type of alcohol?

1. Well, this is a tough one. Normally I don't consume alcohol at all; I find it rude and appalling.

### 2. What do beer monsters do in their free time?

2. Search for a higher meaning in life. But just like normal people, we have normal lives, normal identities. Like Bruce Wayne, when he's not fighting crime. Although not that rich (or handsome).

### 3. What is the most visually attractive part of a woman's body?

3. Of course, the eyes – the beauty of a lady lies in the depth of her eyes. You can say a lot about a girl just by looking at her eyes for a while (but of course she'll think you're a creep for staring in her eyes for so long, therefore the safe method is to check out the other parts beforehand, just not to raise any suspicion)

### 4. Craziest thing you have ever done

4. I had new glasses for about a week. Went to a party, and for some reason I decided that I needed extra drama in my life, so I threw them to the crowd and wandered around blind for the remaining evening. (But woke up with them on my face, so someone was very helpful (thank you Lyosha :\*)

### 5. Craziest thing you are planning to do?

5. Don't have any plans. But most probably it would happen during graduation.

### 6. What are your future plans regarding work?

6. My time horizon (which means also my future plans) is limited until the New Year. For the remaining time, it's mostly improvisation (wake up, do something, go sleep). When it's time to feel responsible again, I'll start thinking.

### 7. Name 3 qualities of a good beer monster

7. -Shouldn't be afraid to do crazy stuff and not to think about the consequences.  
-Drink a lot of beer.  
-And to be frightening to the newcomers.

### 8. Name your dream car model

8. Seat Leon III

## Kipras Binkauskas (Beer Monster of 2013 and the current vice-president of the SA board)

1. Švyturio „Baltas“ alus (Švyturys "White" Beer)

2. Drink beer, but it is to mainstream for a beer monster... Sometimes I drink cider as well in my free time.

3. Beer belly, sure I'm kidding, woman has to be beautiful overall from outside as well as from inside, everything has to balance.

4. Every day is crazy for a beer monster, especially the main day of the year – New Comers Camp

5. It wouldn't be that crazy if I would plan it. Best things come unscheduled.

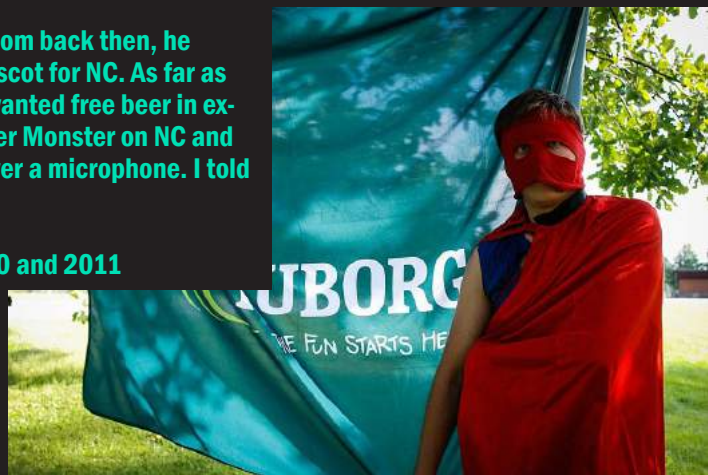
6. Beer taster would be nice of course, but I guess I will have to choose something not that awesome, still haven't decided what.

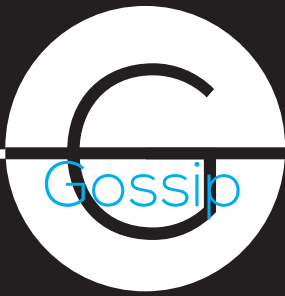
7. Wild, irritative and staunch.

8. Porsche 911

**Marcis Klavins was the party com back then, he came up with the idea of a mascot for NC. As far as I remember, he asked me if I wanted free beer in exchange for dressing as the Beer Monster on NC and making fun of new students over a microphone. I told him 'you had me at free beer'.**

**Eerik Oja, Beermonster of 2010 and 2011**





WARNING! THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY FOR THE CONTENT APPEARING HERE. IF YOU FEEL THAT YOU COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN!

They say that Idangine Magons are awesome.

They say Rudi is racist.

**T**hey say you cannot always trust everything you hear or read in gossip page!

They say Math exam results (Y1s) will be epic.

They say that Krisztina Kodo (Y1) is scared of relationship.

They say that the three Lithuanian girls are truly angels.

They say that Ieva is dating the SA president.

They say that one girl from Year 1 lost her virginity during Newcomers camp.

They say that a girl (Y1) punched Dainis (Y1) because he tried to invite her to a car to have a romantic adventure.

They say that there are a couple of guys who don't want to get in bed with Katrina (Y1).

They say that Artūrs Černis (Y1) has actually made a good joke... once.

They say that Andis (Y1) has actually been awake during some LoE lectures.

They say that there are some Moldavians and Romanians who don't argue with TA's and lecturers.

They say that Vladlens Kovaļevs (Y1) is Mārtiņš Sirmāis (famous latvian cook) undercover.

They say that Rūdolfis (Y1) like to hunt not only animals.

They say: hey, Kyrylo (Y2), you should understand, if many people don't like you, perhaps something is wrong with you.

They say that Jēkabs (Y1) has actually taken off his coat.

They say that Anastasija Muravjova (Y3) is unwilling to give up her party animal status.

They say Faisal Khokharis actually from Pakistan.

**'One** of the things you learn as a college president is that if an undergraduate is wearing a tie and jacket on Thursday afternoon at 3 o'clock, there are two possibilities. One is that they're looking for a job and have an interview; the other is that they are an asshole.'

By Lawrence Summers, President of Harvard

They say that you are not a SSER student until you spam the entire school.

They say that even Sisyphus daily job is more useful than HRM course.

They say that Linas (Y1) is an intellectual alcohol consumer.

They say that there is really no difference between HRM and O&M.

They say that the teacher of Latvian thinks we understand Latvian.

**T**hey say after basketball, Kipras was towel spanking the guys in the shower.

They say that Christina (Year 2) likes to complain about Y1s in the cafeteria to Maja in her free time.

They say that Annija (Year 2) 'under the seat' finds a perfect place to put chewing gum on.

They say that this school is full of rampaging alcoholics.

They say that trying to feed the horses money was most hilarious thing ever.

They say there's a hint for Y1: you don't have to date a person, with whom you kissed/had sex in Newcomers camp or during the party.

**T**hey say Simonas (Y3) is little brother of Guntars (Y3).

They say Y1s have a slightly moronic sense of humor.

They say that attractive girls at SSE are really short.

They say that the first party was almost empty. Where was everybody?

They say that Paulina Katilovskyte (Y1) eats only shoes.



"Nice customs curtsy, to great kings."

William Shakespeare, Henry V

Hardy Rock, the SSE Riga mascot, has had a busy time this semester, beating (up) all his competitor mascots in a race to get to the top in alumni donation participation rates in the world. You also saw him enjoying himself in the Hardy Rock event this September. But who is he anyways? What kinds of drinks does he prefer? Does he have a favorite football team, or a song to listen to? The Insider asked Hardy take a fun TEST to dig deeper in his persona, so that you have something to talk about when you meet him the next time!

# Hardy Rock

## Reveals himself in a personality test

QUESTION	A	B	C	D	OTHER
Which place would you visit on a Friday's night?	Coyote Fly	Rock'n'Riga	Club La Rocca	Everybody'd come to my place	<i>KKC</i>
Which of these sports would you try out?	<i>Camel Wrestling</i>	Sheep counting	Skydiving	Underwater chess	
If in a bar, what drink would you take?	Long Island	Vodka	Champagne	Beer	<i>Wiskey on rocks</i>
To which song would you sing in a shower?	Hard to Get	Hard as a Rock	Hard Rock Hal-lelujah	A Hard Day's Night	<i>Why does it always rain on me?</i>
Your voice most resembles that of...	Clint Eastwood	Morgan Freeman	Arnold Schwarzenegger	Sean Connery	<i>Rolling stones</i>
In football, you'd cheer for...	Manchester United	CSKA Moscow	Real Madrid	Bayern Munich	<i>Riga Dinamo</i>
Which would better describe your fighting style?	Sumo	Wrestling	Kickbox	Russian fist fighting	<i>Sucker punch</i>
Which magazine can be found on the table near your bed?	The Economist	Playboy	<i>The Insider</i>	Sports Illustrated	
What kind of superpowers do you possess?	Sonic scream	Freeze vision	Force field generation	Firebreathing	<i>Poker face</i>
Have you ever met Chuck Norris?	Yes	No	<i>Yes, but he hasn't met me</i>	Who is Chuck Norris?	
Should I participate in the donation campaign?	<i>Absolutely</i>	You bet	<i>Obviously</i>	Definitely	

# SSE RIGA MOBILE APPLICATION SUPPORTED BY LMT

OFFICIAL PRESENTATION

DATE: October 23<sup>rd</sup>  
PLACE: SSE Riga  
TIME: 18:00

## ABOUT:

SSE Riga and SA board would like to invite all of you to the official presentation of SSE Riga mobile application supported by LMT.

This application will make your life easier: it will show not only schedule, but as well the newest information and events from SA or Administration side.

Furthermore, you will have a chance to be one of the first ones who will have a chance to download this application!





# JOIN US

**October 3 12:30 @507**