

INSIDER

NOVEMBER 2013

**+Alumni
supplement**

***SSER drop out
story***

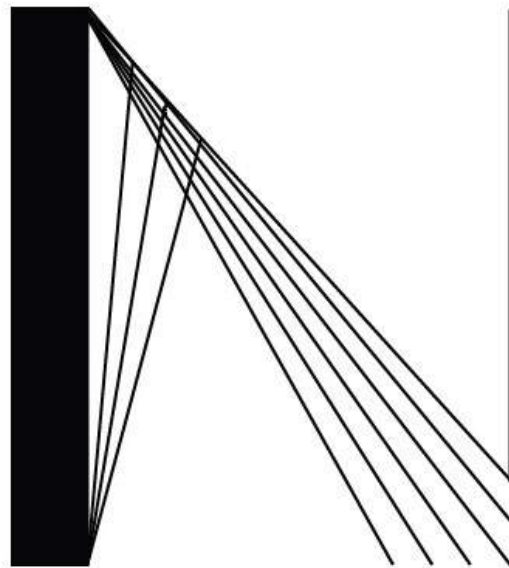
**Business start
up financing
*Anna Andersone***

***Master studies:
where to?***

**The bond with zero default
risk —**

**SSER
FAMILY**





THE INSIDER

Editorial board elections coming soon

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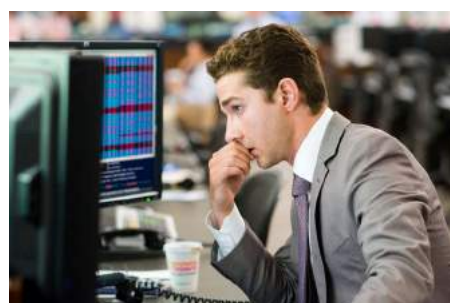
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Farewell

HELLO, SSE RIGIAN



My best friend likes to laugh about the all-too-familiar ‘what’s up?’ question. He admits that, on a daily basis, there is hardly anything meaningful you can come up with; yet the same question, asked by an old friend you have not met for a year, may demand a whole book’s worth of explaining.

So, what’s up with the Insider? As we look back at all the six issues (and remember all the sleepless nights...), we cannot help but emphasize the importance of having the courage to look critically at the work you are doing. Together with the tremendous support we received from the SA, it was the key driver of development.

In this Homecoming issue, then, we are both happy and critical, assuring and questioning, proud and doubtful about the customs that define our education at SSE Riga. The message it brings is twofold. First, we do indeed love this school and the impact it has on our personalities. But second, it is the power of change and constant development that allows this place to maintain its distinct charm and brand. Let us not forget that! With that, we present you the last print issue of the Editorial Board 2013, as well as give our warmest greetings to those who helped us in this journey, including The Editorial Board 2012!

Enjoy!

Pēteris

People who worked for this issue:

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

Visual and Graphic Designer: Lauma Survilo. **Cover Photo:** Didzis Grodzs. **Writers:** Arnis Puharts, Rūta Gabaliņa, Edgars Pundurs, Anita Pudāne, Jēkabs Jurdžs, Deividas Rinkevičius, Ksenija Bout, Darya Dmitrieva, Vladimirs Zlotņikovs. **Special thanks to:** Anna Andersone, Fionn Dobbin, Diāna Krampe, Arnis Rītups, Rita Kaša, Morten Hansen, Benjamin Breggin, Juris Bariss, Marina Pavlova, Aivars Līpenītis, Toms Niparts. **Printed in** BalticPrint.

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Gaining Momentum

I have been working here at SSE Riga since 1997. Then I gave the micro course and I thought it would be a one-time experience but the school came back the year after and the rest is history. Back in 1997 I thus did not expect to be part of any graduation event and I had not heard of Homecoming at all. Graduation is so obviously a special event but Homecoming should not be underestimated – rather it should be seen as an event that becomes more and more important, in particular for the alumni.

Again, scroll back to 1997: At that time I could easily use references to the economic system of the Soviet Union as students had lived part of their life through that time. Not anymore – students were born after the collapse of the USSR; hey – they were born after I moved to Latvia! Time has indeed passed and sometimes uncomfortably much of it.

But it also implies that the number of alumni has grown steadily and is now at a very high level – and without having checked many of these people are in (much) higher-level positions than they used to be and that is when networking may become even more important. Homecoming facilitates this (besides being fun and nostalgic, of course) and more and more alumni just add to the importance. Momentum is indeed being gained!

I hope you will enjoy meeting each other!



M. HANSEN

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

President's letter



T. NIPARTS

President of the Student Association

Dear students of SSE Riga,

As the late Imants Ziedonis, one of the greatest Latvian poets has said, “I know moments that last for days and days that pass by like moments.” Speaking of these almost 11 months of acting as the President of the SA Board, I can tell nothing but agree with what Mr. Ziedonis has said – some days, even weeks, months and years indeed seem to pass by faster than a person could realize.

On the one hand, it is sad. Thinking of your own election campaign and then suddenly receiving questions from the potential successors – that reminds of our beloved Morten saying “A month from now, Macro is over. After 2.5 years, time in SSE Riga is over. After 50 years, life is over!” Okay, now I am exaggerating; still, time does not wait for anyone. On the other hand, it is wonderful. Wonderful to realize what has been done: Olympics have been born, Insider has been given the second birth, SA internal operating structure has received a breath of fresh air, SSE Riga Mobile Application is soon to see the daylight, **almost 300 SSERigans have been brought to SSE Stockholm**, and so on.

But what is more important – experiences and friends have been gained. My biggest gratitude goes out to everyone getting involved, especially, SA Board members. It is a moment filled with content when looking back at all the things done and goals achieved, and it would be completely different for us with Kipras at this very moment without all the tremendous support that was received throughout these past 11 months.

Thank you, students, and welcome home, Alumni!

Toms Niparts



MUST GO

WHAT TO SEE THIS MONTH

09.11. un 14.12.

BALL at the Small Guild.
Small Guild, Amatu iela 3/5
Ballroom dancing – these are dances for people who like to and want to dance. Both your partner and the tune could be completely unknown to you.



10.11.

'SCORPIONS'
Arena Riga



14.11. – 05.12.

International BACH CHAMBER MUSIC FESTIVAL 2013
The festival is oriented towards the intimate, soulful, chamberish, personal, and introvert, attesting the wish of creators of the project to reveal the works of Bach from the silent side, thus proving that some sounds in chamber music scores can

also reveal equally significant ideas, thoughts, and content as his grand vocally symphonic forms.



15.11. -18.11.

Festival of Light STARO RĪGA
The fifth edition of the festival of light "Staro Rīga" will be held this year. The festival has become highly popular and anticipated among Rigans and tourists. "Staro Rīga" is an exhibition of outdoor installations, used to transform Riga's panorama using modern light and video technology.



18.11.

PROCLAMATION DAY of the REPUBLIC OF LATVIA.
The Independence of Latvia was proclaimed on 18 November 1918 at the Latvian National Theatre. This day in Latvia is a public holiday — public institutions and the majority of private enterprises are closed, various

events take place throughout the day. There are going to be a lot of events throughout the city, including some nice fireworks!



20.11.

The SLEEPING BEAUTY Ballet
Latvian National Opera
The Sleeping Beauty is the standard of the classical ballet. It requires from the dancers an impeccable taste of style and particularly rounded positions of arms and legs.

28.11.

Lara Fabian Concert "LE SECRET"
Arena Riga

09.11.-11.12.

'POVERTY AND NOBILITY'
Theater
Riga Russian Theater
Light comedy with farce elements about two families live in extreme poverty, in a Neapolitan 'basso'...

01.12.-12.01.

Old Town CHRISTMAS FAIR
Dome Square
Christmas is approaching, and one of the signs

testifying to this is the Old Town Christmas Fair with sweet-smelling mulled wine, roasted almonds, glittering glazed gingerbread and local handcraft. Visitors will have a chance to find their Christmas miracle here every day. Various concerts and workshops are on the programme, with Santa Claus entertaining kids and adults alike.



06.12.

Concert 'WAGNER'S HEROES'
Great Guild

21.12.

Ice Show "THE NUTCRACKER"
Arena Riga

26.12.

WINTER BALL AT ETHNOGRAPHIC OPEN-AIR MUSEUM 2013.
Latvian Ethnographic Open-air Museum
Museum invites all Nordic-minded visitors, their relatives and friends from near and far to the traditional Winter Ball.

ENJOY CULTURE

Hit Me Baby One More Time?

or **London Business School** demystified

When you are in the middle of E-metrics or Micro (completely snowed under, of course), somebody uttering 'Masters studies' may trigger you bursting into laughter, or tears, or both. Yet hearing that, on average, graduating from one of world's top 10 MBA programs secures you no less than a 45% bonus on your salary, might get you real friendly again. Perhaps it's worth it? Vladimirs Zlotnikovs (Class '12), a MiM student in London Business School, is kind enough to share his version of the answer to that question.

Why study for a master's degree?

Personally I decided to pursue a master's degree for the following reasons: to find a more interesting job with better career prospects; to receive a higher salary; and to get a truly international exposure. I'm pretty sure many of the current SSE Riga students can relate to all this.

Thus, when choosing a place to apply to, I was primarily interested in its graduates' employability and international background rather than its academic status etc. In this respect, London Business School seemed like a good choice: its MBA and Masters in Finance (MiF) programs have been in global top five for quite a long time, and its recently launched Masters in Management (MiM) program (the only pre-experience program at LBS) seemed quite promising, too. LBS became one of the three schools I applied to, and somewhere by end of May 2012 I had an unconditional offer!

How to get in?

The application process is relatively logical and simple. You have to submit relevant documents and write a few essays about your career aspirations and describe a few life examples that prove your suitability for the program (SSE Riga internships and extra-curricular activities are perfect for that).

You have to take GMAT, an international test determining your quantitative and verbal aptitude. (IELTS / TOEFL are needed as a proof of good English unless you've studied in English like we do at SSE Riga). Finally, there is an interview in London, after which you wait for a couple of days to hear the final decision.

Studies at LBS

Frankly speaking, the MiM curriculum is pretty similar to what we studied at SSE Riga. This is the same mixture of economics-/finance-/business-related courses.

“Overall, SSE Riga prep is quite good: if you don't free ride and invest some effort, you'll get there”

(perhaps even with good grades). Although I'd argue that grades are among the less important things at LBS, for the reasons outlined below.

Clubs and treks

This is what I truly loved about LBS. Imagine SSE Riga clubs, but just bigger, bolder, and with a four-zero annual budget. The other amazing thing is that you get to interact with MBAs, MiFs, and students from other program; these guys are usually 30+ years old with years of experience in everything ranging from top-tier consultancies and investment banks to the world's largest corporates. In a business school environment these dinosaurs become outgoing and supportive, and the opportunity to talk to and learn from them is probably more important than studies themselves.

The other great thing is the so-called treks organized by LBS clubs: these are short but intensive trips all over the world that can involve corporate visits or solely focus on having fun. During my year at LBS

“I went to Paris and Brussels for “career treks” and to Iceland and Egypt for holidays.”



Living in London

Needless to say, London is a great city, and everyone will find something in it, be it nature, history, clubs, art & culture, or else. Full stop.

Money

Frankly speaking, it is expensive. The program itself cost £25,000. Living in London for a year? I'd say at least around £10,000. I did manage to win a one-time scholarship of £5,000, but the rest was covered by my family. Quite a few of my classmates took student loans, either in the UK or in their home countries.

Was it worth it?

If I learned one thing at SSE Riga, it's the notorious “it depends” answer. Here it's about what you want. If your goal is to get into a large multinational somewhere in Western Europe and beyond (especially if we talk finance), a business school degree is definitely helpful. First, you are both supported and pushed to improve your “sell yourself skills”, e.g. by honing your CV and getting a lot of interview practice. Second, as already mentioned, LBS gives you an opportunity to study next to people who spent years in your dream destination company; they won't guarantee you a job, but they will share their valuable experience and an insider's perspective if approached correctly. (Generally, LBS culture welcomes coffee chats, peer career advice, etc.) Finally,

“many companies screen for particular universities, and unfortunately SSE Riga is not on that list.”

However, if you have a good job opportunity readily available, if you plan to start your own business or if you want to shift away from finance/etc., there is probably a better way to spend money than to go to such business school as LBS.

Do I regret anything? Hell no. Would I have got the same job without my master's? Possibly, but the experience suggests that a proper degree does open many doors.



FREERIDERS: FIGHT, OR IGNORE THEM?



Everyone more or less knows what a free-rider is. Almost everyone has had one in his team and, admit it, many of you have been one, too. How should one deal with a freerider? This time, THBT all freeriding should be reported to the administration! Of course, it still is a group decision to report someone, however, it is strictly recommended to do so. By reporting we understand you going to the administration and being, khe-khem, a whining b***h.

OPP: REPORTING FREERIDER IS KICKING SOMEONE ALREADY DOWN

Why free-riding should be reported and dealt with in the first place? Well, for one, it brings down the productivity of a team, because a team is only as good as its weakest member. Of course it may seem that reporting would improve someone's motivation to work, because of the fear of SSER administration, but first of all, should it really be the motivation, and secondly will it really motivate the person to work with teammates who in his opinion are bunch of traitors? Of course not! There are better options to motivate such free-riders, for example talking some sense into them. Doing so would motivate them a lot more, because everyone would be more willing to cooperate with people they like, not people they hate. We shouldn't create unnecessary social pressure on already stressed out students.

Secondly, why people are free-riding? Sure, there are those lazy bastards who don't want to participate anywhere, because getting out of bed is hard enough for them. Then there are those who have some-what decent reason: problems in family, love life or maybe lack of sleep because of some important project. If someone has problems so huge that they can keep him from studying prop-

erly, why would anyone want to make them even bigger? It is like kicking someone who is already down. Lastly there are some who are just not interested in the subject. No one ever likes everything! It is just how humans work. It may not be your job to make someone suffer less, but it is just cruel to make someone suffer even more.

What would reporting free-riders really change? First of all, we can't really get rid of them. Everyone understands that such free-riders have existed, exist and will exist in the future. When we have that in mind, we can think of what it would really change. Firstly, being able to whine about everything and everyone would create the unrealistic perception of always being protected. In life, there will not be administration to run to. We need to learn how to deal with such people ourselves. Secondly, it would teach students that being a whining bitch is "the way to go" in life, which it obviously isn't. Everyone should be able to take care of his own problems. Don't be a whining bitch, grow a pair and deal with it!

PROP: YOU HAVE EVERY RIGHT TO BE WHINING!

We all know about injustice that the free-riding brings. That's pretty much self-explanatory and makes so much sense, yet no one really wants to be the bitch who whines about the person who decided to chill a bit, well, because, life at SSER is hard enough without those annoying group projects.

It is unrealistic to think that the active encouragement to report is going to eliminate freeriding completely. However, what we can achieve, is smaller amount of lazy a-holes, happier students who actually do stuff, and most probably – higher level of education.

Teamwork at SSER can teach many things - how ferent skills can produce the best results and how

to work with others. Free-riding has this negative externality of not all skills being utilized when somebody has decided to take it easy this time. Common knowledge: four brains are much better than three, or even three point five. You will never, ever know how better your project and the score could have been if everyone was a part of it.

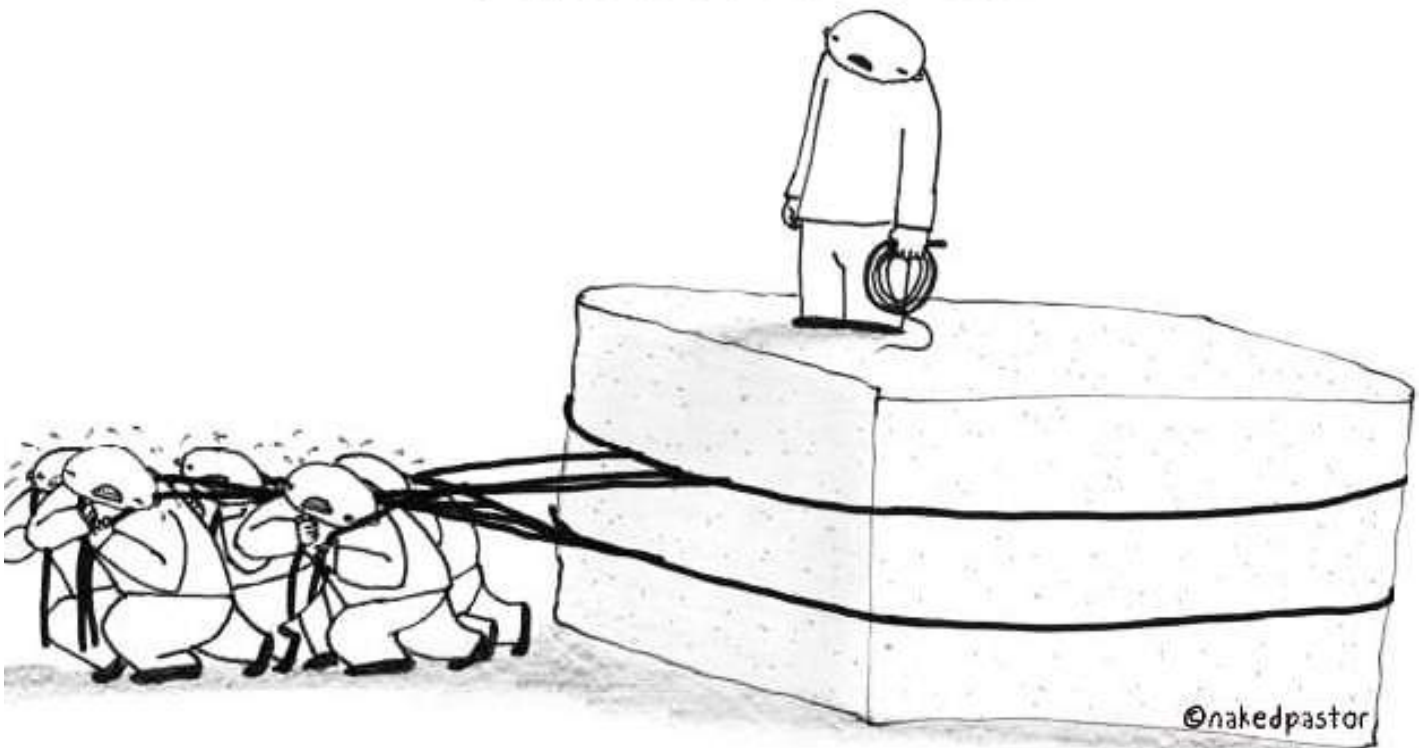
Free-riding shows that you don't care about other people's effort in order to get your team a nice score. It is offensive, since time is a scarce resource which could've been spent better, for example – sleeping, if you still remember Morten's labour and rest graphs in the Micro course.

Being free-rider shows this amazing lifestyle of relaxing and still being able to pass the course without any consequences whatsoever. However, when life isn't just a walk in a park, this may seem so nice to somebody, that he

might even try this option. Not particularly good since in the extreme case everybody would fail everything. In not so extreme case – decrease SSE Riga students' good reputation because the work we would do would not be so good anymore.

Once a free-rider, always a free-rider! During bachelor studies at SSE Riga, one encounters about 30 team-work occasions. So one free-rider negatively impacts lots of assignments all of which could've been of a higher quality and could've been more fun for those who actually choose to contribute. This can easily be prevented if necessary measures are taken. Don't let others get the prize of your achievements, stand up for yourself, report that lazy free-rider and don't be afraid to be called a whining b***h, you have every right to do so!

Come on people. We're a team.
Together we can do this!



Operation Endurance



Thank you for finding the time for the interview in your busy schedule! With two weeks in the office, what's different from what you expected this job is like?

It is definitely a very intense assignment. There are many components to fit together. It's like building a mosaic. It's challenging and interesting at the same time. I wouldn't say I had some specific expectations, but I did expect a lot of work, and this expectation is fulfilled. Like in any new position, the first period is for learning. That's exactly what I'm doing right now: learning from my colleagues, and my students.

You actually have a political science background, right?

Yes, I do.

At which point, then, did you realize that it's education you'd want to take up as a career?

The field of political science is not about political parties only. It also deals with public policies, and public administration. Education, being one of the key sectors in the economy, is a sort of inter-disciplinary field, connecting various sets of knowledge. You have to look at many issues from the point of view of how some specific education programs will affect socio-economic issues.

Was there any drive, or inspirational moment, that led you to this choice?

I have been lucky in my life to have had some very good teachers, great personalities. I play accordion, and graduated from an accordion class. My teacher was a blind man, a very wise man. He didn't just teach us how to press the correct buttons. He thought us how to think. He allowed me to understand myself by doing.

These kinds of experiences may have had an influence on me, but generally

I'm interested in education as a development process of moving oneself from point A to point B. It is the most powerful tool that enables people to live fulfilling lives.

Looking back a year from now, what would you like to see as your main achievement as an Acting Pro-Rector?

This is a difficult question to answer. First of all, I would be happy if my decisions bring good value. However, like I said,

this job is about building a mosaic. It's not a one-man-show.

I will have to deal with a lot of small goals, and ideally they'd help to achieve one higher goal. That is, of course, to keep up the academic standard.

You come from Līvāni, perhaps not the typical case one would expect to find an SSE Rigaean at the moment. Do you think the school is doing enough to ensure diversity in terms of students' background? Is the education here accessible enough to students outside the top Riga high-schools?

SSE Riga is, first of all, a selective institution, and so should remain. At the same time, it is important that people can qualify regardless of their background. I'm very happy to see people here from smaller towns, untypical locations.

Does the school do enough? (Pause).

Ask me this question after a year, or a few months later at least. Nevertheless, SSE Riga was the first, and to my knowledge still the only school in Latvia where alumni provide needs-tested scholarships. University of Latvia provides a few scholarships for one year, and there are some NGO's, but our model is quite unique and special. So we are definitely working in the right direction. Of course, I will try to help find ways how we can do more.

It is supposed to be her vacation. With an hour of budgeting talk in her office before the interview, and a pre-scheduled meeting across the street right after it, you can hardly believe it. 'Chaotic', Rita Kaša, the Acting Pro-Rector, recounts the first two weeks in a positive yet focused mood. As Diana Pauna takes a time off to develop her academic credentials, Rita Kaša shares her thoughts about what it takes to run this school, apart, of course, from great endurance.

Sometimes the school is criticized for its students being rather money-centered. Do you see this as a problem?

There is nothing wrong with making money. The question is how you do it, and how do you spend the money earned. It is always an individual choice, right? There are socially-responsible people, and also those that look for the big buck and getting rich. I hope that the average SSE Riga graduate has a set of values closer to the first type.

It is nice to have another Lamborghini, but it is even nicer to do something for other people.

If somebody think that this school is just about how to get rich, then... *(laughs)*. It sounds a bit silly.

People can be a bit silly and stereotypical sometimes.

Of course. Yet how do we want to have a more entrepreneurial economy without teaching how to make money? I think our graduates are not just money-oriented. They understand how the economy works. Besides, there are courses in SSE Riga that teach how to be entrepreneurial while benefiting the larger community. For example, it's the work Fionn Dobbin, and his team, is doing.

The hard-core study environment here often poses a challenge of how to maintain the work-life balance alive. As a Fulbright scholar yourself, you must know the costs and sacrifices of academic success. How do you achieve this balance? Do you have any suggestions for the students?

My Fulbright scholarship years were just wonderful. For the first time in my life, I could just study without worrying about work and supporting myself. There was time for books from dawn till night *(laughs)*.

When it comes to other activities, whether dancing or organizing events, it is also very important. You should find time for activities you love to do.

Can it be done in reality?

It can, if you are serious about time management and actually listen to what the lecturers and older students are saying. Listen to the pieces of advice you hear every day! Those who listen, succeed.

The problems start when students, especially after just starting studies here, see that it is not the same parental rhythm as in high school,

where everyone's attendance and performance was checked constantly. They get kind of loose. That is when they lose out and fall behind. Of course, as a school, we are concerned about the wellbeing of our students, but at the end of the day it is an individual responsibility.

One of the paramount difficulties for universities in Latvia, and Eastern Europe in general, oftentimes is developing a strong research body. They can get the better lecturers, be quite selective, but still lag behind in terms of publications. As a researcher, what is your view on this matter?

There are different types of universities, let us start with that: big research institutions, and smaller elite teaching colleges. Very selective, high academic standards, and also some research in terms of keeping up to date. I cannot assure what is the formal model, but, in practice, SSE Riga is the latter.

Nevertheless, SSE Riga faculty does and publishes research. We also have outstanding researchers here, such as Talis Putnins, who is now spending a year in New York doing post-doc studies and recently received the Bank of Canada Best Paper Award. This tells that we are

managing to keep the pace in terms of research!

Finally, if you were given a chance to organize a guest lecture for all the students here, whom would you ideally invite?

This is a good question, and actually takes some thinking. I am not sure I have a specific person on top of my head. Nonetheless, I would invite someone who has a unique, but at the same time a typical life story everyone can identify with. Someone who has succeeded in what he or she is doing. You might think this sounds like a lot of people SSE Riga has been having *(smiles)*.

It's actually great that the school is a hub for good ideas and sharing experience.

Is there someone particular that has inspired you in whatever way?

I am lucky with the people I meet in general. I can get inspired from every one of them: my friends, my family, and teachers. I definitely have people to look up to. You know, these are the small moments that make the whole.

Thank you, and good luck in your year as an Acting Pro-Rector!

Thank you very much!

The Insider team



France

Starting off on some more quotidian matters....

The university is very nice and the lecturers are mostly people you can learn something from outside the academic spectrum as well. I have a pretty easy-going schedule with Monday off,

but enough interesting material to read to keep me occupied. SSE Riga seems like a lot more intense, at least for me personally. I also have one class „History of French Art” that takes place in museums every other week. Quite amazing, to say the least.

There are some amusing peculiarities about the French university system as well. **A professor** (from Sweden on his first year here, by the

by Jekabs Jurdzs

La Vie en Rose*

*** bourgeois-bohème**



way) **wanted to give an essay due two weeks later and the class, well, the class said no, and there was no discussion about it.** The student protests of 1968 and their success are really part of something more holistic here.

I devote most of my time to museums, and as they're free of charge, you have no pressure to go through all of it but find yourself going through all the immense, and indubitably wonderful, collections of all the museums, big and small.

I guess I should write about food, but words fail me. Gorgeous, as British friend of mine put it, simply gorgeous. On a side note, there are ways to eat very affordably in special government-subsidized restaurants for students that are on the level and occasionally surprise you with something really nice. And the falafel places – may prosperity preside over them. Moreover, it is quite normal here to eat (out of trays with forks and knives) during a lecture. All in all, it's French, but in a nice way.

Being here, now, as I am and as Paris is. **I feel as if it might be the most wonderful city I've been to** and not once has any doubt about other exchange locations crossed my mind. You can understand why Hemingway said in his famous quote, that if you are lucky enough to have been in Paris while young, then it stays with you for the rest of your life. Paris is a moveable feast. Cheers to that.



Within the Journées du Patrimoine, we went to the central bank of France. All I'm saying, the high-end offices looked more like the Sixtine chapel to me.



At first, a milk-coffee person like me was lost: why don't the people understand me when I ask for a simple latte? And why do they spend Sunday evenings in corner coffeehouses with a cup of espresso in their hand? A month later, I find myself doing the same. Let me share with you my impressions about the country of Portugal.



The longest-lasting memory I'll take will definitely be the people. It's nothing like the shallow kindness you experience in the Baltics; a Portuguese helps you for helping sake. For example, in the beginning of my stay I was hosted by a Portuguese family for four days. I have never experienced such hospitality anywhere, and at the end I was told that now I have a Portuguese family if I ever need one. **It seems that the most important thing in life for Portuguese is to spend time with others.**

A Cup Of espresso, Please!

Portugal

The city of **Porto gives you everything** you could wish for: the **beautiful architecture, breathtaking (truly!) bridges** over the river of Douro, beaches for surfing, wine cellars and **summer weather until the end of October.**

Nightlife of Porto is alive every day of the week, hundreds gather to drink cheap cocktails next to the river or have wine in the main city square until 5AM.

And if Porto city is not enough for you – you can explore the little neighbor cities, travel to Lisbon or take a really cheap flight to Portuguese islands in the Atlantic Ocean, Spain or Morocco.

The studies in **University of Porto do not bring a real challenge for a student of SSE Riga.** While the academic level is quite high and the Faculty of Economics is regarded as the best in Portugal, the schedule and the workload is completely acceptable. It leaves you enough time to get a full experience of Portugal. Oh, and elder year students wear uniforms that were inspired by Harry Potter. Thick black suits with capes, all the time, in 25°C.

Most importantly, there's a laid-back attitude everywhere. No rush, no stress and little worries. Portuguese simply don't know the meaning of the word late. And it's easy to like that.

by Deividas Rinkevicius

The Passion Path Takes Fionn to Malaysia — Fionn Dobbin

What does the Prime Minister of Malaysia, Nobel Peace Prize laureate Muhammad Yunus and our own Fionn Dobbin have in common? They are all passionate about pursuing a social goal, and are three of around 30 key speakers at the Global Social Business Summit that takes place from November 7th to 9th, in Kuala Lumpur, Malaysia. Here are some insights of what Fionn thinks about the summit and how he is preparing for it.



What do you think about this summit in general?

I think that when many passionate people with the same vision get together it's amazing. They inspire each other and anything can evolve at the end, like new companies being established.

How do you link yourself with this summit?

I knew the founder of Grameen Creative Lab before it was even established. So I have seen how it all started and how it has been developing from something very small into this massive event. At the very beginning I was participating in this event as a participant, as a listener. When one time the founder of Grameen Creative Lab started talking to me and found out that besides teaching I also have MAMMU, he was so fascinated that he called me on stage and I ended up giving a small presentation on MAMMU. So the next year they asked me to give a small lecture, and this year I am already part of the panel list.

Do you already know what you will

be talking about?

Yes, I will talk about how to start a local initiative with a global impact.

Then how big of a step this speech will be for your life?

Since I am not a careerist and I never go the career or the money path, I always take the passion path. In this event I would expand my network, learn a lot and be inspired by all the amazing people there.

I read that you will be doing a workshop for participants of the event. Will it be similar to the ones you do for your students?

It will more or less be the same way as for students, but with less jokes. Its different context, but the methodology is the same. The only thing that I have to keep in mind is that one always have to respect the cultural background of people. I just always have to adopt myself to the environment.

Do you plan to give other speeches somewhere in future?

I actually give a lot of speeches all around the world especially in spring and summer time. Then I speak around once a week either in commercial context or in social context.

Is there anything you would like to add to this interview?

All students interested in this topic can visit social entrepreneurship forum and if some students want to start their own social initiative, they can visit grameen-creativelab.com and there is a lot of materials on these subjects.

Since I am not a careerist and I never go the career or the money path, I always take the passion path.

Rector's Message

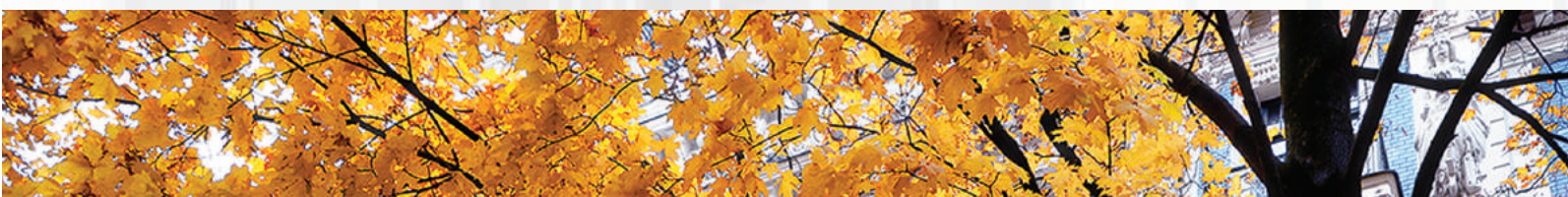
Autumn is the spring of the academic year – the season when we all are full of energy and ready to start a new intellectual growing season. Autumn 2013 is no exception. In late August new and 'old' students entered the doors of SSE Riga full of energy and ready to let their talents grow. The incoming class of BSc students was the most international one ever with students from eight different countries including China.

This autumn we also welcomed two graduates, Anete Pajuste and Rudolfs Bems, back to their Alma Mater. In 1997 they left SSE Riga with BSc diplomas in their hands and now they are back as SSE Riga professors loaded with academic and professional experience. The School's permanent faculty increased even further with the recruitment of two more professors: Elina Banzina and Zane Cunska. Furthermore, Nellija Titova joined as Director of the Executive MBA and Executive Education programmes. Students and new colleagues alike – welcome! We are looking forward to growing together with you!

Another source of growth is the energy and inspiration we get from our Alumni. Every year we see growing support from our Alumni. It starts with the annual Alumni fundraising campaign in early autumn – and this year reached a record high again, making our Alumni some of the most generous in the world! Then the Alumni support continues throughout the academic year with Alumni involved in the School's activities on a more or less daily basis. Thanks to all of you for contributing to the growth of SSE Riga by donating your time, money and knowledge!

Not only do students grow during the academic year, so does the School. Recent years have seen a considerable expansion in terms of activities at SSE Riga. What back in 1994 seemed like a very large building that needed to be filled with content is now a building almost exploding with activities. To start your own intellectual growing season, I welcome you all to come and foster your talent at the many open activities at SSE Riga!

Anders Paalzow, Rector



From the Alumni Association President

Dear SSE Rigans,

I don't know if "Rigans" is even a word, but this is a term I would like to use, because this way all people related to the School – alumni, students, administration, partners and friends – are included and this is what Homecoming is all about. It is a ritual of coming back to the School and catching up with all those people that have at least one thing in common – SSE Riga.

And, oh, what a mighty force these people are! It seems that nothing can stop us if we set our minds to something particular. Beat Stanford alumni in terms of how active we are in supporting our Alma Mater? Easy! Renovate Soros Auditorium? Bring it on! I am curious to see what we are capable of when the School's 20th anniversary takes place next year!



Homecoming is also a time of gratitude and saying thanks, so on behalf of the Alumni Association I thank all those wonderful people who help us to bring alumni back to school and feel the thrill this gives!

Enjoy the thrill,
Diana Krampe (Class of 2006)
President of the Alumni Association

Alumni Association News



The new alumni website is on its way. Stay tuned to be the first one to test it once it comes out! Currently the launch is planned for the end of 2013.



The New Head of the Alumni Association Chapter was appointed in Lithuania this summer. We welcome Kestutis Vaskevicius (Class of 2006) and wish him the best of success!



The Alumni Association's Board elections are approaching fast and will be held in February, 2014. We encourage all alumni to consider running for the elections and forming a team. Contact us at alumni@alumni.lv to find out more about how to become a candidate!



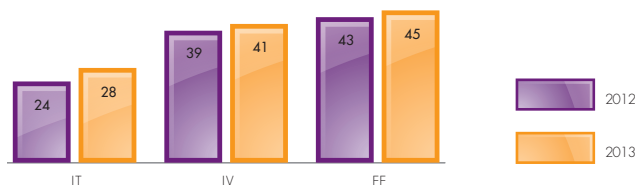
Fundraising Campaign Results

It is official: this year's SSE Riga alumni fundraising campaign has ended with a 35% participation rate! Once again SSE Riga alumni have proved that we are the most generous alumni community in Europe. Moreover, this year we have been even more active donors than graduates of Stanford!

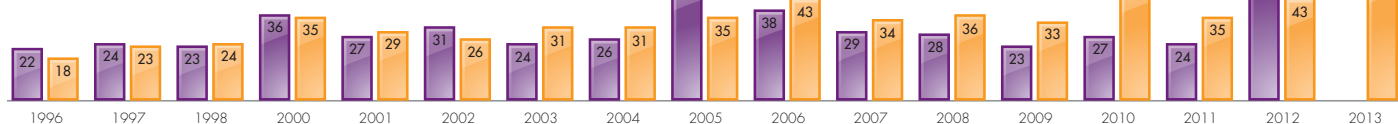
The results are outstanding. More than 113 000 EUR have been raised in total with an average donation rate of 1000 EUR per day, making this the most successful SSE Riga alumni fundraising campaign so far.

- About 60 000 EUR have been granted in scholarships to students this year
- Almost 30 000 EUR have been retained in scholarship funds for the future
- Over two years, almost 60 000 EUR have been raised for the renovation of Soros Auditorium before SSE Riga's 20th anniversary next year.

Country rate 2012 vs 2013 (percentage)



Participation rate 2012 vs 2013 (percentage)



The most supportive in 2013:

- The most active classes: Class of '13 (53%), Class of '10 (49%), Class of '12 and Class of '06 (43%)
- The most active country: Estonia (45%)
- The most generous organization: Student Association

The most generous alumni in terms of overall donation sum:

- Latvia: **Janis Spogis** (Class of '97), **Maris Simanovics** (Class of '01) and **Inese Andersone** (Class of '03)
- Lithuania: **Vilma Midveryte** (Class of '04)
- Estonia: **Neeme Praks** (Class of '02)

Introducing Hardy Rock!

We figured it's high time SSE Riga had a mascot. Thus, Hardy Rock, a friendly and courageous stone sculpture with SSE Riga spirit at heart, was introduced and already had his first rock festival at the School!

It was great fun when a party with renowned alumni and student bands such as re:public, Sweet Deals on Wheels, Dust.Devil.Drive, and DJ Fionn Dobbin were combined with a fund-raising cause.

Interactive sale of seats in Soros Auditorium launched during the first Hardy Rock festival resulted in 117 seats and the blackboard being sold. These will bear alumni donor names after the renovation. Six seats are still available at donate.alumni.lv





Supporting young minds

Overall, 70 SSE Riga students applied for alumni scholarships this year. The generosity of the alumni community made it possible for the Scholarship Awards Committee to grant 24 scholarships:

- 12 full scholarships 3500 EUR
- 7 partial scholarships 1750 EUR
- 5 partial scholarships 1000 EUR

Alumni scholarships will cover the tuition fees of students from the Baltic countries:

- 17 from Latvia
- 5 from Estonia
- 2 from Lithuania



Many thanks!

This campaign would not be possible without the tremendous help and efforts of the many parties involved. The SSE Riga Alumni Association extends sincere gratitude to:

- The DDB Latvia team: Andris Rubins, Kristaps Silins, Martins Zutis, Una Rozenbauma, Reinis Piziks, Kunti Berzinska, Dmitry Zagga, Agnese Ose

- SSE Riga students: Andrejs Labunskis, Gediminas Užkuraitis, Sanita Gila, Arta Beitane

- Raimonds Kulbergs (Class of '05) and all others involved.



New People at SSE Riga



Elina Banzina, Assistant Professor

This semester, I joined the English Department of SSE Riga as a faculty member. My scholarship and teaching focuses on developing students' oral communication, specifically, improving their English pronunciation and presentation skills so that they can function effectively in various professional environments. I work both with BSc and Executive MBA programme students.

Acclimating to a new university culture, new students and colleagues takes time. One of the biggest challenges settling in has been figuring out the needs, expectations and motivation levels of student populations I have never worked with before, and matching course content and teaching style to these needs. You never know how your course will be received by students the first time around!

My immediate goal is to focus more on research, and I hope to involve SSE Riga students as research participants in my speech perception and production studies.



Zane Cunska, Assistant Professor

I am conducting part of the Research Methods course and will be teaching "Introduction to Demography" in spring. Also, I am the Faculty Advisor for the Executive MBA programme, coordinating the Diploma Project process.

Well, I am not totally new to the School since I have been working for the Baltic International Centre for Economic Policy Studies (BICEPS) until now and have been involved in the School's activities quite often. Professionally, I guess the challenge is to make the courses useful and interesting to students, offer professional advice and never stop growing and improving at whatever I am doing. On a personal note, I am still learning to balance the duties at work with being a mom, and to do my best in both fields!



Anete Pajuste, Associate Professor

(Anete is a graduate of the Stockholm School of Economics in Riga and was ranked in the top 5 percent of the graduating class of 1997.)

I will be teaching several finance and accounting related courses. I will also monitor the whole accounting and finance concentration. My other responsibilities include doing research within the corporate finance field as well as supervising and reviewing bachelor's theses.

My biggest challenge so far has been getting used to students being so worried about the grades they get. My teaching experience so far has been dominated by executive and managerial level students, who are more concerned about the practical applicability of the material rather than "how to pass an exam". I am, however, confident that I will get used to providing more guidance on how to pass an exam. Helping people succeed in their careers and lives is the greatest reward for being a teacher. Therefore my main goal is to do my very best in sharing my knowledge and experience to empower students to achieve their dreams.



Nellija Titova, Director of the Executive Education and Executive MBA Department

As the Director of the Executive Education and Executive MBA Department I will work on the development of the Executive MBA programme and Executive Education corporate and open programmes. As 2014 is a very special year for SSE Riga as it is turning 20, I also see networking as one of the most important parts of my job.

Coming from the Ministry of Higher Education and Science my biggest challenge was to switch to another scale and style of work and to "jump on the train when it is already picking up speed", ensuring the study process for 2013/2014.

My main goal is to develop a steadily growing, professional, international and large-scale executive education department at SSE Riga as part of the SSE Group. My second goal is to enjoy my work and do so together with my SSE Riga colleagues.

Let's Go Blue! – Diana Pauna

On a Saturday afternoon sitting in Michigan Stadium among 109,901 spectators and watching the football game along with others, I cheer on the Michigan team with "Let's go blue!" Before the game I went to the M-Den to buy a cap in blue and maize colours with the letter "M" and a raincoat with an "M". The University of Michigan and Michigan Stadium go together as they symbolize the pride, tradition and excellence of the University of Michigan, and I feel I have already become part of the U-M crowd. Being devoted to SSE Riga with much smaller numbers of students and alumni and finding myself in a hundred times bigger community, I find it has one thing in common with us, its Homecoming – and the most important Michigan football game takes place during the Homecoming weekend. To reach out to all of you during SSE Riga Homecoming, I have provided a few insights gained during my first month here in Ann Arbor, Michigan.

Having written hundreds of letters of reference for students and alumni for internships, jobs and further academic studies, I asked Anders Paalzow and Roberts Kilis for one for myself to apply for a research scholar grant provided by the Baltic-American Freedom Foundation. Once you get the application process started, you get into a kind

of competitive mood to come out as a winner. However, when I got the scholarship award, I was not so sure anymore whether it was such a good idea to leave the daily routine and embark on something new with many uncertainties. Leaving for a year to look into the higher education system at the University of Michigan, one of the best public

universities in the US, with a focus on exploring entrepreneurial education in undergraduate business studies, has been the right decision; this is what I can say now after only a month here.

The University of Michigan includes 19 schools and colleges, covering architecture, arts, business, engineering, law, medicine, music, natural resources, pharmacy, theatre and other fields with a student enrolment of 43,426 and a faculty of 3,029 who are tenured or on a tenure track. U-M ranks 12th in the world based on academic reputation according to the Times Higher Education rankings, and it is one of the nation's leading public universities, according to the U.S. News & World Report. My stay here is hosted by Dr. J. D. Branch, Professor at the Ross School of Business, and Associate at the Center for Russian, East European, & Eurasian Studies, and many of you might recognize his name as he teaches Marketing to our Executive MBA students at SSE Riga. Now I am an Academic Affiliate at the University of Michigan, which entitles me to free access to the U-M library resources, meetings with the faculty and students and open lectures and seminars. Living in a university town is inspiring in itself, because life in Ann Arbor is somewhat connected with the university, including exhibi-



At Michigan Stadium



The Ross School of Business at the University of Michigan



Diana with husband Andrejs at their new home

tions, concerts and sports events. The order of things and procedures, providing clarity for roles and responsibilities, is one of the first things worth mentioning. It relates to the university as well as to any other organization or unit. Well-developed websites provide complete information, and it is clear whom to address and when and what documents to bring, hence saving time spent on an unnecessary meeting. Given the size of the university, it is very important to secure the information flow via the intranet. However, not everything works due to many units being involved and some lack of coordination. For example, I received my M-card (university ID card), which should entitle me to a free bus ride; when I used

it for the first bus ride, the bus driver indicated that I had a blue card, but to have a free-of-charge bus ride I would need a yellow card. I paid USD 1.50 for the ride and went back to see my coordinator. She mentioned to me that I might consider researching coordination and communication at large universities as it could get difficult to settle a simple question. I have got my yellow M-card, and I am enjoying a free bus ride now.

Similarly to SSE Riga, there are ample opportunities to attend guest lectures and seminars, provided for the university and general public, and the event schedule is available for the whole academic year. It was fascinating to hear from one of the key participants of the Orange Revolution, former Ukrainian President Victor Yushchenko, who gave a speech titled “Shades of Orange: A Decade of Ukrainian Democracy”, which was part of the fifth anniversary programme of the Weiser Center for Emerging Democracies. The Noon Lecture Series features talks given by scholars and specialists from a wide variety of academic and professional backgrounds, and a lecture on “Stalin’s Export of Art, Andrew Mellon, and the National Art Gallery in Washington” by Elena A. Osokina, Professor of Russian Social and Economic History at the University of South Carolina, has provided me with both new information and new contacts.

An entrepreneurial environment and entrepreneurial people surround me. When I arrived in Ann Arbor, I had to call for a cab to get to the hotel; I called just one from the list named Across Town. The driver gave me his business card in case I needed any service in the future, mentioning that to plan his work it would be good if I called in advance, because they were two friends who had just started their business with only two cars. The spir-

it of doing, a lot of energy and enthusiasm, charges the growth and development that I encounter every day. Participating in the symposium on Learning Spaces in Higher Education has brought me to Steelcase in Grand Rapids, global leader in the office furniture industry. Steelcase has a strong focus on research and design, providing education solutions for active learning spaces and fresh design thinking. Steelcase demonstrates a human-centred design research process and sets an example of coopera-

Leaving for a year to look into the higher education system at the University of Michigan, one of the best public universities in the US, with a focus on exploring entrepreneurial education in undergraduate business studies, has been the right decision

tion between university and industry. Active learning is in line with entrepreneurial education at U-M, where the Samuel Zell and Robert Lurie Institute for Entrepreneurial Studies combines theoretical and experiential learning through 22 courses, the Wolverine Venture Fund, a USD 3 million student-led fund, the Dream Grant Program and the Social Venture Fund.

Efficiency is the keyword when it comes to work and delivery, and it is accompanied with support and assistance provided by the people around me. I am grateful to Donna Parmelee and John Branch and his wife Christy, who have provided me with great support in getting settled in Ann Arbor. The journey has just started, and I am certain there is more to come. In the spirit of Homecoming, I would like to cheer on the entire SSE Riga community in a Michigan way with “Let’s go blue!”

Selling Your Idea... Successfully – Richard Pooley

You have had a brilliant idea. You want to pitch this idea to fellow students, colleagues or your boss. How can you convince them that your idea is brilliant?

Great minds, going back to those of Aristotle, Plato and Socrates, have been offering answers to that question for thousands of years. And the answers have been similar whatever the age, sex or culture of the sage. Here is a checklist of tips to have in front of you the next time you want to sell an idea:

Find a quiet place and answer the following questions:

WHO am I speaking to? (their age, sex, jobs, experience, knowledge, power, worries, interests, prejudices, opinions, cultural norms)

WHY are they listening to me?
WHAT is my central message to them?

Don't do anything else until you have written down answers to all 3 questions. The answers to the first two should help you decide what your central message is. You must have a central message. Without it, you cannot convince. It must be memorable and make each listener think: "Ah, ha. This is relevant to me." What was Obama's central message in 2008? Yes, you can remember it.

"I want to be astonished and to understand very quickly what interest I have to listen to the speaker. I need the essential message very quickly. If I think it is interesting, then we can go into details. But if you don't interest me in 5 minutes, goodbye."

Claude Turbet, Deputy Director of GDF Suez's Energy Services Division

Prepare the key facts and arguments which support your message and identify those which could be used to undermine it.

Tailor all you say and show to the needs – emotional and intellectual – of your listeners.

Use analogies, metaphors, examples, stories.

Use the spoken language which your listeners will understand and think in. Avoid jargon, acronyms and over-tech-



nical language. If you have to use acronyms, give them in full the first time (Nota Bene -> N.B. = Note Well)
Use "you" and "your".

Keep everything short – message, stories, explanations, arguments, sentences, answers...and the presentation (20 minutes absolute maximum...N.B. professors)

"If you can't say it in 2 minutes, 20 won't help you."
John Franklyn Mars, Chairman of Mars Inc.

Choose a clear and logical structure. Don't deviate from it. Give your listeners this "route map" at the beginning. Signpost your structure throughout so that the audience can follow you:

"So, what does this mean for you?"

"There are three things you need to consider."

People's short-term memory is poor. Most of what we remember is at the beginning and end of any presentation. So, have a powerful start and an even stronger finish.

Use

- antithesis – the juxtaposition of contrasting ideas:
- "In the short-term it's expensive. But in 3 years you will look back and realise it was a bargain.
- alliteration - the repeated use of the same letter or sound



at the beginning and/or end of words in a list:

"It's not going to be easy. But in the end it'll be productive, progressive and, above all, profitable."

- rhetorical questions – questions which the speaker either answers himself or expects the listener to answer silently: "What's the point of that?"
- 3-part lists – listing things in threes is regarded by many experts as the most powerful and persuasive presentation

technique of all, especially when combined with alliteration. It seems to work in any culture and in every language. US politicians, such as Obama, know its power:

"If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the dream of our founders is alive in our time; who still questions the power of our democracy, tonight is your answer."

Vary your intonation and stress the key words.

Pause to get people's attention.

Pause to let people think.

Pause to give your words weight.

If you use visual aids, make sure your slides are visual, visible and few. Remember that a PowerPoint slide show does not a presentation make (N.B. professors). Even the boss of Microsoft does not want to be presented with a Powerpoint slide deck:

"So, most meetings nowadays, you send me the materials and I read them in advance. And I can come in and say: 'I've got the following four questions. Please don't present the deck.' That lets us go, whether they've organized it that way or not, to the recommendation. And if I have questions about the long and winding road and the data and the supporting evidence, I can ask them. It gives us greater focus."

From an interview with **Steven A. Ballmer**, chief executive of Microsoft in The New York Times, May 16, 2009

About Richard Pooley

Richard Pooley teaches cross-cultural communication skills in the SSE Riga Executive MBA programme and in SSE Riga Executive Education open programmes. This year a new intensive training programme led by Richard Pooley, Presenting at "C" Level, was offered to SSE Riga Executive Education clients.

Richard Pooley is Managing Director of Canning, a UK-based communication skills training company. He has 22 years of direct experience selling, presenting and negotiating with people at board level in over 15 countries.



Bachelor Student Statistics

The Class of 2016 comprises students from 8 countries. In addition, 45 exchange students from 15 different countries will arrive to experience one semester in the SSE Riga Bachelor Programme.



“Greetings to the Class of 2016 as you embark on your voyage with SSE Riga! It is a journey that, in your heart, can last a lifetime. Having been a part of SSE Riga for quite some time, I am still amazed by how rapidly each and every student matures. Such changes are proven not only by my daily observations but also by the recent placement report, which shows how warmly our young alumni are welcomed to the job market. My wish for you is to maintain a good balance of speed and quality in your personal development and to enjoy success and happiness in your studies and future careers.”

Evita Lukina

Manager of BSc Admissions and Exchange Programme

Placement Report Class of 2013

One hundred and six BSc students graduated SSE Riga in June of 2013. In September and October they were asked to fill in the placement survey. The response rate was 66 percent. Here we present some basic data. The full Placement Report 2013 will be published on the SSE Riga website.

High Hiring Rates

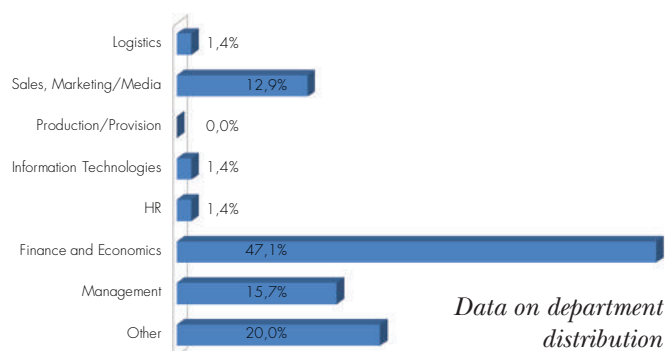
In a challenging and highly competitive employment environment, our graduates stand out. At the time that the survey was conducted, 97.1 percent of recent graduates were employed or had their own business. An absolute majority, 82.8 percent, had found a job before graduation. Of course, our students strongly benefit from active alumni involvement in the recruiting process. We found that job advertisements, the SSE Riga alumni network, and personal acquaintances are the most used tools among students while looking for a job.

Banking & Finance / Auditing & Consulting

The most popular industries among SSE Riga's recent graduates appeared to be banking and finance and auditing and consulting: 32.9 and 20 percent respectively. The least popular were PR, manufacturing, construction, and real estate and housing, all with an equal number of representatives: 1, or 1.4 percent of the total sample.

The female respondents favoured advertising and marketing, with 14.8 percent working in this industry, while none of the male respondents were interested in this field.

The majority ended up working in finance and economics departments.



Companies

Our recent graduates are employed in such companies as:

77Agency; Accenture Latvia; AS UniCredit Bank; Bank of Latvia; Behrens Corporate Finance; Cargo Control, Ltd; Civitta; Covalis Capital; Cytec Ind; Deloitte; DM Capital; DNB Bank; Dukascopy Bank SA; Ernst & Young; Garage48 Foundation; GECO Investicijos; Hilti; KPMG; Latvenergo A/S; Riviera-Riga Ltd; L'Oreal; MAMMU; MB Wellness Travels; MRS Grupa; Nokia Solutions & Networks; Philip Morris International; Prudentia Advisers; Raiffeisen Centrobank; RIMI; SEB; SIA Eco House Industries; SmartLynx Airlines; Statoil Fuel and Retail Business Centre; Strategy Labs; Summa Advisers; TUV SUD (Munich); Unilever Baltic



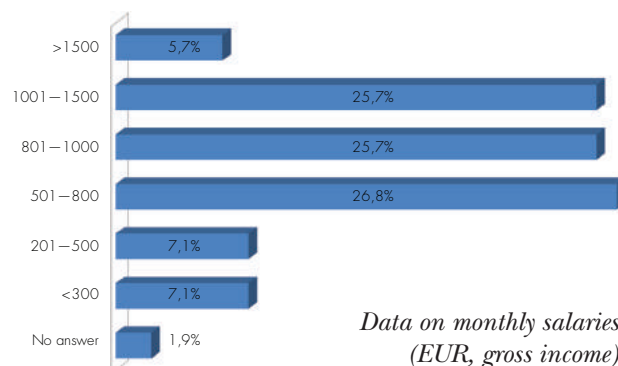
Reasons for Employment Choices

When asked to state their key reasons for their choice of employment, 2013 graduates indicated the aim to gain experience in a particular field. Among the male respondents, essential criteria appeared to be career possibilities, work content and salary. In comparison, the female respondents took into account a company's image and reputation. Moreover, for the female respondents, salary did not appear to be an important factor for choosing a job.

Salaries

The most common corporate title was junior manager.

The salary statistics below demonstrate the starting salary level just three months after graduation.

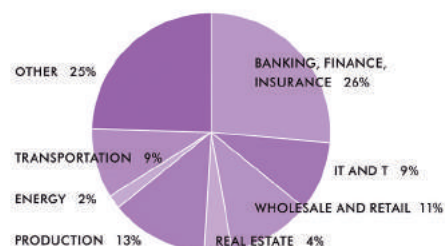


New Group of Executive MBA Students Joins the Programme

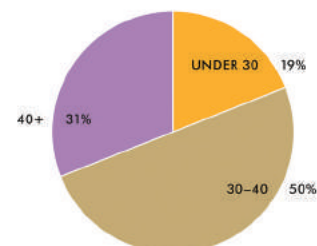
26 new students started studies in the Executive MBA programme this year. The student body represents 5 countries. The country distribution is as follows: 19 from Latvia; 3 from Russia; 2 from Denmark; one each from Estonia and Sweden.



Represented industries
(Executive MBA Group 11 and 12)



Students by age range
(Executive MBA Group 12)



What are students' first impressions after their first two months in the programme?

"My 10th grade teacher of economics told me that what you study in school for 3 years will be covered in a bachelor's degree in one course. In the Executive MBA courses, I have noticed that what I learned during my bachelor studies is covered in the first two hours."

Zeev Strutsovski

Member of the Board
R.Evolution

"Quite some time has passed since I was a student and resuming studies has been very inspiring and energizing, yet at the same time also very demanding. Our group is a good mix of people from different countries and with different backgrounds. It's great to be one of them. I guess right now there is one single concern on everybody's mind – the upcoming Global Economics exam!"

Gunita Kiesnere

HR Director
Fazer Brands (SIA Fazer Latvija)

"My first impression is very positive. The first module, Financial Accounting, was challenging for me, but interesting and very useful. It gave us a deeper understanding of financial processes and helped us to analyse data from different reports. Also, I am glad that our group is so international, with many cultural and professional experiences."

Kristine Apsite

Sales and Marketing Manager
Itella Information AS

"So far the Executive MBA programme has fulfilled everything I wished for when I joined the programme. Every single module we have had has taught me something new or broadened my existing knowledge – mostly thanks to good lecturers from different countries and backgrounds, all of them on the cutting edge of their field."

Meelis Aus

Line Manager, Radio Access Networks, Ericsson Estonia

Executive Education Portfolio

In 2013/2014 the Executive Education portfolio consists of more than 20 different open enrolment programmes. Through our varied programme offerings, managers will certainly find the right course that best addresses their needs.

Upcoming Open Programmes



Tom Schmit, together with his colleague Denise Wirth, instructs the **Online Course in Business English**. The next course starts on **November 14, 2013**

Over his 13 years living and working in Latvia, Tom Schmit has worked in communications, consulting and training in some of Latvia's largest firms. In addition to his consulting work, Tom uses his own communications advice in the business accelerator NGO that he is a partner in.

"Written communication dominates much of our daily work. We write to ask, to complain, to respond to complaints, to sell, to find out why invoices are not paid and much more. Writing a good letter or email is more than using good grammar. It involves using a voice and tone that correctly reflects the situation, person and status. The SSE Riga Online Business Correspondence course uses a series of lessons and situations to help today's leaders develop all of the elements (grammar, style, voice) to make their correspondence as accurate and powerful as it can be.

Our scenario takes the participant through a series of situations in which they write correspondence to deal with many of the normal problems and situations that they face every day. For every piece they write, they receive detailed feedback about grammar, style and tone. By the end, participants are ready to put this all to work in their own situations and writing."



Philippe Mihailovich is the lecturer for the **Building Powerful Brands** programme. The next programme starts on **November 21, 2013**

Philippe Mihailovich is a leading academic in the field of brand architecture, brand stretching and brand repositioning. As a practitioner he has been the marketing head of famous international brands such as Nivea, Wella

(P&G) and British Telecom. The programme is invaluable for businesses seeking to enter new markets and challenge already-established brands.

"Perhaps it is often better to start with who is behind the brand, their passion, philosophy, domain and universe. These are the secrets that most developing countries such as the BRICS are trying to come to grips with. Many believed that making a great product was enough and before they knew it, they found themselves producing for other people's brands, and not just in the luxury field. Nike, for instance, owns no factories. They simply own a piece of our minds. Brand management is mostly about the management of image and meaning and that's where it gets tough."





SSE Riga recommends **Transactional Analysis: Introduction** by Linda Hoeben, if you want to explore your own personality and communication style. The next programme starts on **December 9, 2013**

Linda Hoeben is a criminologist and clinical psychotherapist. During the programme participants are introduced to the key ideas in Transactional Analysis regarding personal development, communication

styles, emotions, and the theories behind and methods for facilitating change.

“Healthy people in a healthy organization. The organization is healthy if it is managed by people who are finding a balance between working hard and taking care of their

well-being: the need for rest, the need for validation, the need to be creative, etc. Healthy managers create an organisation where people are encouraged to take their personal needs just as seriously as their desire to work hard. This is the best prevention for burn-out.”



Dmitry Yuskovets leads the Latvian-language **Business Negotiations** programme

The next programme starts on **January 21, 2014**

Dmitry Yuskovets is a graduate of the SSE Riga bachelor programme. Dmitry has more than 15 years of management experience; he has worked in the FMCG and pharmacy industry. Programme participants will better understand the complex dynamics involved in negotiation and will learn effective influence tactics and negotiation strategies.

“The secret of true strength in most negotiations is quite straightforward – you should know exactly what you are going to do if this particular negotiation fails. In other words – have a strong alternative to whatever you are negotiating for and be ready to use it. This will give you very real power to feel confident in the toughest of bargaining situations. Working to create or improve your alternatives should become your main job away from the negotiation table. If you succeed – one day your alternatives will be so good that you won’t even have to negotiate!”



TOP 3

lunch and drink spots out there

For having a lunch:

BURGA BAR



Restaurant, Dzirnau iela 36.

Suggested by Olha (Y2, 'definetely a worthy place!'), Gintare (Y2), J2nis (Y2, its perfect Ceaser salads and burgers, accompanied by a nice atmosphere thanks to classy design) and Susanna (Y3, 'for their cheap yet very fulfilling Ceasar salads and their chicken fillet in Jack Daniel's sauce').

KID



Bar-restaurant, Pulkveža Brieža iela 2.

Suggested by Michelle (Y2), Diana (Y3) and Susanna (Y3, 'price, quality, quantity is balanced').

RAW GARDEN



Restaurant, Skolas iela 12.

Suggested by Michelle (Y2) and Diana (Y3).

Who else can be mostly aware about the best places to hang out in the town if not students? Especially if they are from SSE Riga. Despite the fact that some places may be more popular than the others (as it is seen from the answers), surprisingly there is no an absolute winner in the top of the nicest cafes or the coolest bars, but everyone shares with his own original preferences. If you are tired of 'lunch-cliches' like Cili Pizza, this is the place you can find out about some 'Insider-spots'.

For having a drink:

SHOT CAFE



Bar, Torna iela 4.

Suggested by Olha (Y2, 'an ideal and a classic option'), Gintare (Y2), Emils (Y2), and Susanna (Y3).

KIWI BAR

Sport's bar, Skarmu iela 7.

Suggested by Janis (Y2, 'with delicious french fries and draught Guinness and Leffe'), and Susanna (Y3, 'with apple pie shots always in dirty and sticky-floored').



VĪNA STUDIJA

Wine studio, Stabu iela 30.

Suggested by Egle (Y2), and Michelle (Y2).



OTHERS

Wok To Walk, Tokyo city for Eastern cuisine, **Fazends** with phenomenal design and interesting dishes, **Tasty Bagette** (Elize, Y2), **SmartFood** (Darya, Y2), **Gan-Bei** (Marina, Y1), **Traktieris**, **Draugu Fabrika** (Emils, Y2), **Priedaine** (Michelle, Y2), **Culinaria**, **Sweetday Cafe** (Diana, Y3), **Flying Frog**, **Metro Vino** (Susanna, Y3).

Tequila Boom (Elize, Y2, 'where 1 m of tequila costs 11lv!'), **Leningrad** (Darya, Y2), **Radio-Bar** (Marina, Y1, 'it has dance-floor and cheap alcohol'), **Fontaine Deli Snack** (Emils, Y2), **No Problem** (Kristians, Y2, 'where it is really nice to spend time in the summer') and **Omas briljants** ('with a really nice audience and no any 15 years old'). **B-Bar** (Diana and Susanna, Y3, 'DJs during weekends'). **Belle Époque** (Susanna, Y3, 'French bar').

INSIDER SPECIAL

FAQ: Start-Up Financing

Insider Special 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 start-up funding.

If you are into the rapid-changing technology business, chances are you will be left by the side of the road if you do not acquire investment quickly, and recurrently. Business accelerators, full of angel investors, is one of the best ways to do it. But when you have the possibility to meet guys like Ron Conway or Scott Banister, known as 'super angels', who can either provide the big check or rip your business apart, all in less than 20 minutes, you know that preparation is key. The Insider tried to find out how to do it best.

STARTUP FUNDING By The Numbers

INVESTMENT TIMELINE

Startups don't necessarily take each type of funding. In fact, some successful companies have never taken any outside funding. A startup is, however, more likely to raise money from different sources depending on what stage it is in.



BOOTSTRAPPING

The founders fund the startup with their own money

EXAMPLES:
37Signals, GitHub



FRIENDS AND FAMILY ROUND

A small amount of money that the founders raise from friends and family as either a loan or in exchange for equity.

EXAMPLES:
Tweetalicious, Of a Kind



ANGEL INVESTMENTS

Money from wealthy individuals who usually invest at an early stage in the company.

EXAMPLES:
Forst, Postling



VENTURE CAPITAL

Typically a larger sum than raised from angels, and often sourced from multiple investors. Each time the company raises money, it's called a new round or "Series."

EXAMPLES:
Twitter, Facebook

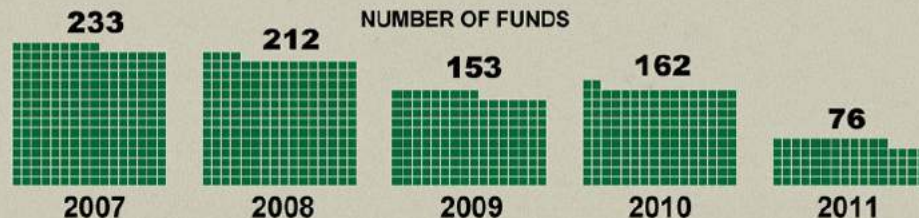


IPO

The first sale of stock by a private company to the public.

EXAMPLES:
LinkedIn, Pandora

VENTURE CAPITAL OVER TIME



SOURCE: THOMSON REUTERS AND THE NATIONAL VENTURE CAPITAL ASSOCIATION (NVCA)



SOURCE: PRICEWATERHOUSECOOPERS/NATIONAL VENTURE CAPITAL ASSOCIATION MONEYTREE™ REPORT.



Anna ANDERSONE

INFO

- > SSER graduate in 2002
- > Co-Founder, COO at Froont
- > Partner at berta.me
- > Partner at HungryLab
- > Has worked as IR and portal ir.lv Sales & Marketing director

Raised **100k** in six months, and is LOOKING FOR MORE

Not many Latvian IT start-up founders can put a €100k investment deal on their annual reports within a year of operation. Anna Andersone, the founder and COO of FROONT, a responsive web design tool, can. She believes that the trend of ever more women going into IT and start-up spheres (viewed by some as a guys thing) will only grow, as statistics show that including a female perspective in the team results in higher chances of success in getting funded. In this Insider interview she remembers the successful Startup Sauna business accelerator experience, recalls the lessons from previous failures, and tells in detail how to get that big check even before the event is over.

Congratulations on getting the 100k investment deal! How is FROONT doing in terms of sales now?

We don't have any sales yet. It's OK in the web sphere to have a freemium product first. For example, I recently met Marco Boerries (created OpenOffice when he was 15) rising \$36 million for

his start-up NumberFour, which doesn't even have a prototype. But they have an amazing team, with great track record. Just as in our case, when you don't yet have a launched product, no traction and no proof that it will really work, it's called pre-seed investment. Since then, we've moved to a seed stage after launching a Beta product in May. We have over 35000 registered users, and more than 55 000 projects created. The business accelerator, Start-up Sauna, was a great help.

Where is it based?

In Helsinki, Finland. It's a great place, one of the best ones which are close enough. Moreover, accelerators are probably the best way how to get the first funding. It's important for startups, and

I think we've met around 50 to 100 investors during the last year alone.

Unfortunately, there are no business accelerators in Latvia. There is one in Lithuania (StartupHighway) and one in Estonia (Startup Wise Guys).

What types of accelerators are there in terms of size and funding provided?

Each of them would have a very different model. Some of them, but not Startup Sauna, take equity of the company for going through the accelerator. Sometimes the accelerator would invest by itself; I think Start-Up Sauna is doing it this year. But generally, they have lots of seminars and meetings with investors. FROONT was lucky to be the first to get a signed investment deal from Inventure. It turned out they had been scouting us since the warm-up session held in Riga!

And how big is the competition to even go to Helsinki?

I'm not sure how many applied, but in the last round there were 8-10 companies. I think this year it'll be 20.

Those are mostly IT-related companies, as IT is the easiest one to scale. Scalability is one of the biggest issues for any start-up.

Coming back to the accelerator, is there any help from the government, too? Or is all the research done through networking only?

Networking, for sure. Government support can be used, but definitely don't rely on it in the long-term. In June, we went to a government-organized trip to Silicon Valley and an investor pitch in London (with the help of LIAA, Latvian Investment Development Agency). But generally, the business-specific networking is done by ourselves.

Was it a coincidence that you went to a business accelerator that's so close, in Finland?

We had previously tried applying to StartupBootcamp Berlin. We didn't get accepted because we had just one person going for the final application interview.

They said that everything is great, but where is your team?! That was the end of it.

We took the lesson and went to Startup Sauna Warmup in Riga with the whole team, all three of us.

Did you seek for advice from anyone before going there?

Of course. The previous batch included a Latvia-based web start-up Infogr.am, so we had someone to call to.

What kind of investors would you find in Europe? Is there a division between US and Europe here?

Yes, there is. In general, the US start-up culture has deeper roots and more scale. For example, in Europe, an Angel round (with individual investors) ranges from 20k to 200k or rarely 500k. In US, 1m Angel rounds are a common thing. Everybody's recommending getting the first round in Europe, and the second round in the US. Getting the first round in US is really difficult, and possible only if you move there.

As for the event itself, who from the team should be going there?

Definitely the CEO. It's also the person who's doing all the pitching and meeting investors. Except if you have a girl in the team! You can let her present, as she'll definitely stand out in the mostly male environment.

How big should the team be?

I would recommend not having more than three founders. But you can take as many people to the accelerator as your team needs, though the overall budget is limited.

How did you find the event itself?

It's a six week event. At first, there're some exercises, such as building your Lean Canvas. Then there's a one-pager. The third is pitch deck, a couple of slides with key business information. It includes the essence of your idea, the target audience, the competition, market size, the financials, the investment you're seeking and, finally, your team. You pitch continuously, every other day, while adjusting the presentation to expert comments and evaluation. In the meantime, you have lots of start-up based seminars, too.

Sounds like you don't go there for sightseeing!

No-ooo (*laughs*). I saw Helsinki only at night. For me it was a bit more complicated, as I had my eight month old daughter with me at the time, since I couldn't leave her at home.

And then there's the meetings with investors. How does it happen?

You meet them during investor sessions. There's 10 to 20 of them, and you sign-up.

Each start-up then has 20 min to pitch (we did it on an iPad).

They comment and give hints in which startups they're usually investing, and we put all the info in a spreadsheet.

It's like a speed-dating experience.

Is there something else besides money that you get from the constant pitching of your business?

Definitely. We even changed our business focus! The other Latvian team did it, too. It's a lot about meeting other teams, discussing your idea and learning from their experience.

What were the other start-ups doing? Did you see any trends?

One big trend is providing user data analytics tools for websites and giving offers or discounts in accordance to it; for example, Riga Techhub-based Reach.ly offers something similar.

Another one is helping media in using digital technology; f.e. to showcase their stories by combining videos and pictures by using tools such as Latte; or portraying data via Infogr.am.

How did you close the deal with Inventure?

You read through the standard term sheet, consult someone and sign it! It says how much equity you're giving away for the sum of money. Normally, they'd ask a lot of it while you're small, but later you can get more money for the same equity simply because the company's valuation is growing.

Afterwards, they always do due diligence. It's basically checking whether the programme works as you presented, as well as cross-checking the team. In our case, the money comes in two trenches. After reaching some milestones, you get the rest of the money.

What happens if you don't achieve the milestones?

That's why it's risk capital – they can't really ask you the money back. For this reason, they will check the team very thoroughly.

How difficult is it to find your own niche when some of the big competitors, such as Adobe Reflow, offer quite a similar product?

When we started, Adobe Reflow wasn't there yet. We were the first ones. That's why we need the next investment to keep up the pace.

Sandijš has met with Adobe representatives in San Francisco; he actually has met all our competitors. It's not war, we are all people.

In the long-term, do you plan to sell FROONT as a tool to a bigger company, or stay with it?

We'll see about that. Our goal is to develop our vision by changing the whole market. So we'll definitely won't be selling too early. Of course, we do have a nice exit plan (*smiles*) so that we can...

..Live in the Bahamas later?

Not necessarily living in Bahamas (*laughs*). Raising some capital to work on other startups would be great as well.

What would be your advice to SSER students?

Be brave. Network, find a great team.

Be aware that you can't have a diverse team consisting only from SSER students.

Organize some events so that you meet people from other fields! If you're bold enough, create a start-up even during your studies. My brother started his first company when he wasn't even in SSER yet. Alternatively, go and build your network in an already existing company, but choose wisely the direction you really like. Always go for the best company in the field so that you get to meet the top people.

Be aware that you can't have a diverse team consisting only from SSER students.

**Be
brave.**



Dropout Story: Did It, **SURVIVED**

If I directly asked you whether graduating SSE Riga is a sufficient condition for being successful in your professional life, the most common answer would be negative. We are very aware that just the diploma won't be enough and some extra effort is required to achieve our goals. However, I have noticed a myth among students that being listed among SSE Riga alumni is a necessary condition for success. It is believed that the best opportunities are opened only after the graduation; therefore dropping out is like saying "adios" to your future. "Fail is not an option" Morten's cup always reminds us. This article is not supposed to be an encouragement to exmatriculate, but to remind that there are other ways to succeed. We won't discuss examples of prestigious universities' dropouts as Bill Gates, Steve Jobs or Mark Zuckerberg. We will look at a former SSE Riga student who is not included to the guest list of the Homecoming 2014, but he does not regret it..

Aivars Lipenitis even before entering SSE Riga had entrepreneurial spirit. During the last year in high school, he was a co-creator of receptes.lv (a site for recipes) which later grew in one of the leading niche websites. Now, Aivars runs his own advertising agency MagicFIB and work on numerous creative projects. Most of readers might have heard about one of his projects - the music festival Festivals. Aivars describes himself as workaholic.

Was it the plan all from the beginning to not finish the school? Or was it the case that your expectations did not match with the reality of SSER life?

When I do something, I do not plan to quit. I was very young, and I did not plan to go to SSE Riga, it was an experiment to me. I did not prepare specially to get in there. Main reasons I left were that I had to work and earn, and, frankly speaking, I wanted to work on the practical side of my career. The school provided us with deep knowledge in Economics and Finance, but the two were not really related to my interest. I was more willing to focus on management, marketing and promotion.

What did you do after leaving SSE Riga?

In the next year, I started studies at Banku Augstskola where I got my bachelor's degree in Business Administrations and later a master's degree related to innovation, marketing.

They say that there is an opportunity cost of studying – you delay real-life experiences. What were your main achievements at the time when your SSER peers only graduated?

Morten Hansen says to all new students - you have to



AIVARS LĪPENĪTIS

- Founder and director of MagicFIB
- Director of the festival Festivals
- Bachelor's and Master's degree in Banku Augstskola
- Left SSER during the first year at the age of 19





study hard or go to McDonalds to work. I started with telemarketing and other practical jobs that contributed to my personality. I think, and as I am aware of numerous ex-classmates, we are approximately on the same professional skill level. I kept studying hard on eves and weekends. So, I guess I had longer and deeper practical expertise, the same 'work hard' habit and quite similar theoretical knowledge.

Are there any signals that one should consider leaving a school? How these signals differ from, for example, temporary exhaustion?

For instance, SSE Riga didn't make me exhausted. I loved it; I just had other priorities and interests. I know numerous SSE Riganians and other students went through exhaustion. In general - they are not mentally ready to study or work hard. People have to struggle with themselves at the beginning, and then - after successful struggles - situation in our region will go up. One should not pick easiest way and stop at first problems.

Could you list 3 skills or traits that help one to succeed in both SSER studies and professional or entrepreneurial career?

Taking it easy. Sleep when you can and stay up when necessary. Doing things quickly and focusing on what is important.



With Selah Sue

Could you list 3 benefits of staying and getting SSE Riga diploma and 3 drawbacks?

From the positive side, three years - it's fast! It was almost for free when I studied. For now benefits would be - great training of timing and self-managing and international group works.

On the other hand, is this all really needed for life and career? Students were too serious. I am not a joker, but it was too... They tried to look like bank directors at the first day. (Sorry, classmates).

A black silhouette of a person from the chest up, wearing a suit jacket and a collared shirt. The text 'Top 8' is written in large white letters across the face area. Below it, the words 'Scholarship Myths Debunked' are written in blue and red.

Top 8

Scholarship Myths Debunked

Yet some students still do not fully understand the criteria behind the application procedure or the final decisions. Working towards transparency and a clear scholarship distribution policy is especially important now, having achieved record-breaking participation rate. Granted the occasion, the Insider asked Diana Krampe (Class of 2006), the president of SSE Riga Alumni Association, to debunk a few myths about alumni scholarships, who was more than happy to help.

1. Financial need is the most important criteria during the evaluation process.

False. Financial need is only one of the three factors evaluated. The other two are academic merit and entrepreneurial potential that bear a substantial weight in the final decision.

2. If you're rejected the first time you applied, it's a signal that you shouldn't apply the next year.

Quite the contrary. After the first year we can already see what type of student you are - we can evaluate your academic performance and the level of involvement in School's social life. So if you have proved that you are an excellent student and also have a financial need, you are a worthy candidate for alumni scholarship.

This year alumni fundraising campaign has reached new heights. Over a couple of months more than 113 000 EUR have been raised in donations with an average rate of 1000 EUR per day. This generosity has allowed the alumni community to grant altogether 24 student scholarships. Even more - with 35% alumni participation rate, SSE Riga alumni have managed to surpass graduates of Stanford. Dear alumni, you rock – even Hardy Rock admits that!

3. A single student can get only one scholarship during his/her studies.

False. We have had several students receiving financial support for their studies two years in a row.

4. Alumni scholarships are meant for Y1 students.

False. It is true that scholarships are aimed primarily at Y1 students, however, we support Y2 students, too. For example, this year 5 out of 24 scholarships granted were for Y2 students. It is true, however, that students are very unlikely to receive alumni scholarship during their last year of studies. By Y3 students should have figured out how to finance one year of studies. There are also a number of courses that make it possible to receive a scholarship for getting the top score - these can also serve to cover a part of the study fee.

5. If your parents are able to finance your studies, you're highly unlikely to receive a scholarship.

Financial need is one of the factors evaluated, so if student's family can afford to finance the studies, the chances of getting a scholarship are indeed lower. However, we do not discriminate on the basis of family income only.

“Some of the scholarships are granted to candidates with outstanding academic potential and substantial involvement in social activities in spite of them coming from families with smaller financial need.”

6. SSER administration decides who gets a scholarship.

False. Alumni scholarships are raised by alumni and also granted by alumni. All interviews are carried out by graduates and the final decision is made by all interviewers coming together in a special Scholarship Award Committee, where also a representative from School's side is present (until now it has been pro-rector Diāna Pauna). Of course, School's administration helps us with the process a lot and we are always able to consult them regarding candidate's admission results and first steps at the School.

7. A scholarship is never revoked, no matter how poor your academic results.

False. It has always been the case that a student receiving a scholarship has an obligation to graduate. If this does not happen, the scholarship has to be paid back. On top of that, starting from this year, we are also more stricter in terms of required academic performance. After the first semester the Scholarship Award Committee will hold a review meeting and assess the academic performance of the stipendiaries. Those with unsatisfactory grades (that is, more than one subject

failed) will face a chance of not receiving the other a half of the scholarship awarded.

“We decided to change the rules, so that receiving a scholarship would really work as a motivation tool.”

8. All the money gathered for scholarships is given out, no matter the competition.

False. For example, this year almost 80 thousand euro were raised for the scholarships, but only 60 thousand euro were used. This has to do not only with the quality of applicants, but also with our plan to save up a reserve that would eventually grow into a self-sustainable endowment fund one day.



RITUPS' TOP 9 SELF-REALIZATION TIPS

Arnis Ritups, the man who questions philosophers in his elective course but believes he's far from being one, says that wisdom doesn't come with age. Don't rely on it, at least. He is not shy of portraying reality from a critical point of view, and suggests we don't stop developing ourselves even after career is on a successful path.

1. IF YOUNG, YOU'RE NOT (NECESSARILY) AN IDIOT

Wisdom does not come with age. I have never thought so, and never will. Occasionally it appears that some understanding comes after a certain period. But older people simply have had longer lives; it doesn't mean they are wiser, by no means. They can be as stupid as young. I'm to some extent interested what skills, what ways of thinking may appear in young people who are unburdened with reading the books. It doesn't mean they are complete idiots. At least not necessarily.

2. AVOID BIASES

I'm striving for a neutral look at the world and at humans, and, to some extent, at myself as well. Not applying the elements of evaluation, or judging. I'm trying to observe. Unfortunately, it's bloody difficult because of my stupid notions of what is good and bad.

3. HOW NOT TO BECOME A BORE

It is boring for me to talk to people who have reduced themselves to their specialty. That's definitely boring. They don't have an extra floor, a shelf within them. The only thing you can still talk with them is their specialty, provided that they really know their subject. It's interesting for me to talk to people who have, at the bases of them, this wide openness to the variety, to freedom. Freedom of being whom you want to be, freedom of self-creation.

4. FINDING YOUR TRUE SELF

Try to see the distance between the way you perceive yourself and the way you are. Of course, this 'you are' is changing, and is not clearly given at any point. But unless you invent this gap (that you are not the same as you perceive yourself to be), unless you do it, no such inner space of freedom, or self-creation appears. I think it's one of the first basic exercises. Say, here are my thoughts, let's see what others are saying. They are not me. None of my self-perceptions or my moods – whether feeling happy, sad or angry – define who I am. It's just a psychological exercise, not what the world is.

5. WORRYING

I have occasionally said to my Rigas Laiks magazine team

that they are allowed to worry about anything, except for two things. First, whatever depends on us – you shouldn't worry, you should just do it. Second, whatever doesn't depend on us – we shouldn't worry because it doesn't depend on us. It doesn't mean you always know in which of the two situations you are in. And it's not an easy psychological skill to have.

6. WHY SSE RIGA IS NOT ENOUGH

What could I gain here as a student? It's sincerely unclear to me what one gets here apart from some step in a career, which is, by the way, overestimated to my mind. I look through the schedule, and see that people don't study the history of Economics, or any other theoretical disciplines for that matter, almost none. Economics? I think it's fictional mathematical models which have more and more discredited itself.

7. DALAI LAMA, OR FAKES: IT'S YOUR CHOICE

What truly makes a person attractive is unexpected moves; person's mind; beauty; sincerity in communication, no pretense, no posing.

I've recently met one such person, his name is Tenzin Gyatso, otherwise known as 14th Dalai Lama. He was direct, humble, straightforward, no pretense, very good sense of humor and genuine in the world of fakes which are produced by journalism, PR, business, advertising. If people are very well-developed in those industries it becomes less and less possible for others to distinguish their masks from whom they are.

8. LOOK OUT FOR THE SMARTEST

I like talking with people. Especially if they have obviously thought about much more things than I have. 'If you are the smartest person in the room, you are in the wrong room.' Be as attentive as you can listening what the other says; and try to remake in your own mind these chains of words; on what mental structures this is based, try to question them. That's where you find some basis in their ways of thinking not yet reflected upon; and you force them to think here and know, instead of replicating what they have thought ten years ago.

9. LITERATURE: QUALITY ABOVE QUANTITY

For the last 15 years I have read almost none fiction literature. Not interested. I read very very rarely and selectively. I love James Joyce's "Ulysses", Venechka Erofeev's "Moscow-Petushki", Piatigorsky's "The Philosophy of a Small Street" and a couple of others. But if you don't read, it limits the richness and nuances of your language. I compensate it by talking a lot with people.





LECTURERS AS STUDENTS

Lecturers, believe it or not, were once students, too. What were their dreams and fears? The bravest of them were kind enough to reveal

these memories to the Insider, in light of melancholy felt in the air due to Homecoming event.

Who was your role model/ inspiring person?



M. PAVLOVA

Never had a role model, at least not for a long period of time. Critical thinking makes me see drawbacks in all people, also those whom I respect and admire.



B. BREGGIN

Didn't have one.



R. KAŠA

People from whom I could learn, who gave me a good advice for life such as do not leave for tomorrow something that you can accomplish today.



J. BARISS

Passionate people who cared about something greater than themselves and whom I had chance to meet and get to know. Among them some of my professors.



M. HANSEN

But I got inspired by our econometrics professor – he was a great lecturer, he did top-notch research with people who later got the Nobel Prize in economics for their work.

If someone told you about the life you are having now when you were a student, would you be totally shocked?

Not at all, perhaps, since there is nothing shocking about my life right now :)

I would have been shocked to find out that, some two decades later, the world was going to look exactly the same, only with everyone staring into portable electronic devices. I imagined something more apocalyptic and had no idea where I'd be, or if I'd be.

No, I would not be totally shocked.

Yes and no. Shocked about what happened to the world; the opportunities I have had; where I've lived and studied. Less so professionally: after the wildest swings, I am currently working pretty close to the field I studied.

I would have been shocked if someone had told me about my future life when I was a student since I once swore that I would never become a lecturer.

Is there really a difference between modern students and your 'fellow students'? If so is it negative or positive, and what may be the reason?

The differences are not that substantial in my mind. Students of all times want to enjoy the time of their studies, while they still do not have major responsibilities like family and job. But each of us find his/her own party/study balance.

Beyond the clichés about digital technology changing the nature of studies and student social life, there's nothing to say.

Honestly, I would need some more evidence to insist that there are great differences between students. At the same time, yes, there are differences, for instance, we had to actually "live" in the library and write summaries of books; a laptop was an unreachable luxury, and the internet was just expanding.

I don't think so. Technical differences yes, but in important things you are just as (or even more) ambitious and confident, curious and open minded. Which is good, because there is more pressure on you than there was on my generation.

Modern students have smartphones; we didn't have that – otherwise the differences are not really that big.

Debating spirit(s) 101

by Ruta Gabalina

Now, when we boarded the 3AM bus to Vilnius, we all knew this tournament will be fun. Even certain agreements were made prior to the tournament. First, Ieva and Lauma agreed not to consume any beverages without alcohol in it for the duration of the trip. Second, Gediminas and Ruta leveled the playing field by being team SSE Riga 'D for Drunk' and fulfilling a list of challenges (see the list) as the (Inter) National BP Debating Tournament in Vilnius was to mainly be a novice event.

Our plans to make quite a party on the bus to Vilnius were somewhat disturbed by an extra annoyed Simple Express employee constantly reminding us about our inappropriate behavior. After a night of very little sleep, the morning started with a healthy breakfast at a McDonalds.

After some interesting debates on topics such as 'THW nationalize the tobacco industry' and 'THW ban the use of Google glass in public places', the break was announced where SSE Riga D broke by winning all rounds, whereas SSE Riga A (Ernests and Darja) missed the break only on speaker points. The judging panel of the finals was represented by such superstars as Her Majesty Stifler's Mom and Best Timekeeper in Europe (Lauma Vernere), John Lennon (Ieva Skrivere) and Chuck Norris and the motion was 'THW limit the expansion of large cities'.

SSE Riga D (Ruta & Gediminas) was named the winner of the tournament, whereas Gediminas was named best speaker and our very own Y1 Davis Nabutovskis and Ralfs Alsins were named best novice speakers.

After this, Y2/Y3 debaters decided to leave Y1's on their own. Pictures in the morning of people posing on tables, with street musicians and stories from the previous night truly made us feel like proud parents. We're very glad to see our new generation of debaters truly representing the SSE Riga debate spirit.



CHALLENGES FULLFILLED BY SSE RIGA D

1. Consume alcohol in a round x5
2. Consume beer shots after every argument you make
3. Counter-prop from 2nd Government
4. Lie; Make weird analogies ('new democracies are like a drunk teenager at their first party')
5. Make weird POI's (imagine you have a girlfriend, who is horrible now, but will be the best girlfriend in the world in 5 years. Would you not want someone to force you to stay with her so that you may be the happiest man on earth in 5 years time?)
6. 4 minute rebuttal (in a 5 min speech)x2
7. Make a speech 'in honor of Ayan Rand, my favorite person'
8. Sleep in a Round
9. Debate without shoes on (for religious reasons)
10. Eat chips in a round (as protest against vegan discrimination in the Baltic debating circuit)

P

When it is getting darker and colder outside, we can concentrate on what is within. Why don't we look at a routine with a new perspective? Or imagine

oneself talking with someone exceptional? The main point is that – we are having fun!

Could you come up with a line from a song which suits your usual waking up?

"Wake up feeling like P.Diddy..."
(Nils, Y2)

Wake me up when September ends"
(Arturs A., Y2)

"Risin' up, back on the street Did my time, took my chances..."
(Merab, Y2)

"I wanna be the very best Like no one ever was..."
(Ralfs, Y1)

I wake up to the **XX intro** or **Vivaldi's Summer** (out of the four Seasons). They don't have lyrics. (Niks, Y1)

"I want to break free..."
(Liisa, Y1)

"And every day that you want to wake up And you want to wake You can..."
(Edgars L., Y2)

"Sun in the sky, you know how I feel"
(Nikita, Y1)

"Work it, make it, do it, makes us Harder, better, faster, stronger."
(Vladlens, Y1)

"The glow that the sun gives, helps me realize this is just a journey. Drop your worries, you are gonna turn out fine."(Sanda, Y2)

"I got a pocket, got a pocket full of sunshine"(Yuming, Y1)

Who (alive or dead) would you like to have a long and thoughtful conversation with?

Einstein and Bugs Bunny
(Žans, Y2)

Steve Jobs :)
(Mikus, Y1)

That's an extremely tough question, but I would go with **Jesus Christ**. (Edgaras, Y3)

J.K. Rowling
(Cristina T., Y2)

Sir Richard Branson
(Arturs M., Y1)

Someone who at that moment I decide on a whim that the conversation would make the best story. (Ruta, Y2)

Warren Buffet or Mohamed A. El-Erian
(Martin, Y1)

Coco Chanel (Valeria, Y1)

Mikhail Bulgakov
(Andrei, Y1)

It's the **Beastie Boys. Mike D, MCA & Ad Rock**. Some alive some dead. (Fionn Dobbin)

Chief Keef (Kristaps A., Y2)



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Contacts:

Tallinn office: Triin.Sikkal@ee.ey.com
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