



**master guide  
2018**

# MASTER GUIDE 2018

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THE STUDENT ASSOCIATION

# CONTENT



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# MASTER INTRO

# GRANDMA & GRANDPA

Welcome to SSE! We are Ina and Leo, the grandparents of this year's Master class, and we lead the Introduction Week 2018. That week marks the beginning of your journey at SSE and is packed with events you don't want to miss!

It is our goal to make you feel at home in Stockholm right away! With the help of our wonderful Master Introduction Committee, we have spent the last months planning an unforgettable week for you. We will be your guides and ensure that the week is full of awesome activities, great buddy groups, new friendships, and so much more. We hope that you are just as excited as we are for you to be part of the SSE family!

In this booklet, you will find information about your new lovely hometown Stockholm, your Master program and the Student Association (SASSE). As your grandparents, we are here for whatever you need, whether it is academic advice, questions about the life in Stockholm, or just a friendly conversation. We are really looking forward to meeting you and guiding you as you take your first steps as a Masters student at SSE!

A warm welcome and see you soon!

*Ina & Leo*

Grandma and Grandpa 18/19



# MASTER INTRODUCTION COMMITTEE

Together with the grandparents we welcome you to SSE, SASSE and Stockholm. We help introduce you to all the academic, career, and social activities you can join in during the two years of your masters program. We are looking forward to meeting you and hope you are as excited for the Intro Week as we are!



## EVENT

Anne Marie, Sara, Karolina, Sylvia, Valentin & Luba



## SPONSORSHIP

Felix & Jonas

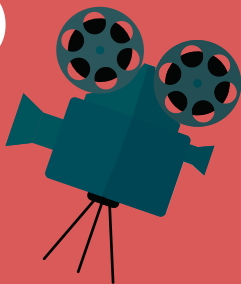


## COMMUNICATION

Stina & Jona



# WELCOME TO THE CINEMA!



Delve into the fascinating world of movies and spend an unforgettable week with your new classmates. Throughout a series of events in and around Stockholm, you will compete in buddy groups and make friends from all over the world. Activities will take place during the week of August 20th. We highly recommend every student participate in order to maximize the SSE Masters experience from the first week. On the following pages we will provide you with a glimpse of the week.

Be sure to follow our Facebook page for updates and further information.

## *1 Day in Cannes*

Get ready for an adventure at a Swedish castle. We'll spend a full day at Taxinge with outdoor activities and a dinner party. Make sure to get a ticket and don't forget your swimwear. We Cannes have fun!

## *The Hunt for the Golden Bear*

You will solve tasks and missions around the city together with your buddy groups. Don't forget to show what movie you are! When the evening comes, you will set aside the competitive spirit and celebrate your conquests together.

## *The Night of the Oscars*

We are celebrating the end of the Intro Week by announcing the best motion picture at the Oscars. You will be served a three course dinner and afterwards we head to the Rotunda for an unforgettable after-party.

PRELIMINARY SCHEDULE



MONDAY 20 AUG	TUESDAY 21 AUG	WEDNESDAY 22 AUG
MEET YOUR BUDDY GROUP (OUTSIDE SSE)	A DAY IN (ANNES)	REGISTRATION DAY
THE HUNT FOR THE GOLDEN BEAR WELCOME PARTY! (F2)	(DAY TRIP TO TAXINGE)	NEWBIE NIGHT! (JOSEFINA)

THURSDAY 23 AUG	FRIDAY 24 AUG	SATURDAY 25 AUG	SUNDAY 26 AUG
(CLASSES)	(CLASSES)	OSCAR NOMINATIONS	(HILL AND GET SETTLED)
PUB (RAWL!) (SASSE PUB)	FRIYAY! (TRÄDGÅRDEN)	THE NIGHT OF THE OSCARS (STORA SALEN)	



# ABOUT THE INTRO WEEK

## TICKETS

Thanks to sponsorship, many activities during Intro Week incur little or no costs to students. For larger events and day trips, tickets will be sold for a small sum. Online sales will begin a few weeks prior to the start of activities. A personal sign-up link will be sent out in July to your email you used to apply to SSE. Be sure to sign up quickly as space is limited at many venues. Ticket release date and time will be released via the Master Introduction Facebook page.

## THE SCHEDULE

Please be aware that schedule changes may arise due to weather. Some events will take place outside and may delay the timing of Intro activities.

If you have any further questions that have not been answered here or on Facebook, do not hesitate to write email us or send a message through Facebook. We will reply as quickly as possible.

## BUDDY GROUPS

For the Intro Week, you will be randomly assigned to a buddy group which will be your family during the week! It will be comprised of fellow students from different programs and will be led by second-year master students. The buddies will take care of you and be your main source of information.

Every buddy group will represent a famous movie during the week! Those will be chosen by the buddies. Together you will create a team outfit related to the movie and a signature item in order to stand out from the other groups. You will receive more information from your buddies in due time.



## STAY UPDATED



SSE MASTER INTRODUCTION WEEK



SSEMASTERINTRO



# IMPRESSIONS FROM PREVIOUS YEARS' INTRO WEEKS





# GOOD TO KNOW

## CHECKLIST - BEFORE YOUR ARRIVAL TO STOCKHOLM

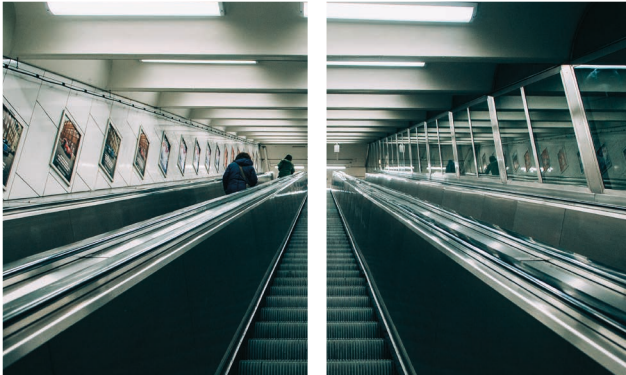
- LIKE OUR PAGE**  
If you haven't already, like our Facebook page SSE Master Introduction Week! There you will find all important updates regarding the Intro Week.
- A FANCY OUTFIT**  
Bring your suit/cocktail dress or whatever you want to wear for all the more fancy occasions. If you are up for it, there will be a lot of times to dress up!
- HOUSING**  
The Stockholm housing market is a nightmare, but don't worry too much! We will provide you with our best tips on the Facebook page.
- FIND YOUR FUTURE CLASSMATES**  
Join the Facebook group of your class and get a first glimpse at your new classmates!
- BRING YOUR WARMEST CLOTHES**  
We know it's summer now, but Stockholm gets really cold during the winter months so don't forget to bring your warmest clothes along with you when you come.
- UGLY SHOES**  
Bring some shoes you don't care about for sweaty dancing in the Rotunda (the SASSE night club venue)!
- THE RIGHT CALCULATOR**  
SSE is picky about what calculators are allowed in the exam. Check the MSc Student Handbook on the SSE website to make sure you bring the right one and leave the wrong one at home.

# WELCOME TO STOCKHOLM

Did you know Stockholm is one-third buildings, one-third water, and one-third nature?

For many of you, Stockholm is a new home. For others, it has been home for many years!

To everyone, we share our favorite places in Stockholm: from the best study spots and the cheapest coffee to the coolest night clubs. To help you navigate your new city and school environment, we have gathered all the best places to know in a Google map. Check the Facebook page for the link!



## WHAT WE LOVE ABOUT STOCKHOLM?



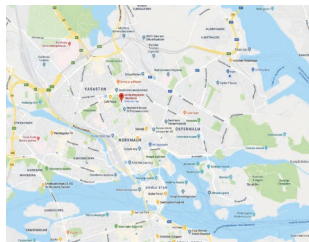
## WHAT CHEERS US UP DURING WINTER?



# TRANSPORTATION

**SL (Stockholm Lokaltrafik)** - Includes the metro, buses, trams, and commuter trains in the Stockholm metro center. The SL card may also be used for some commuter ferries. For more information about schedules, locations, and maps, see [www.sl.se](http://www.sl.se) or Google Maps.

**Bicycle** - top up your SL-card with the 250 SEK bike pass and you can rent city bikes between April and October. Or buy one second hand at [Blocket.se](http://Blocket.se). If you live close to school,



CHECK OUT THE SSE MASTER INTRO FACEBOOK PAGE FOR OUR CUSTOMIZED GOOGLE MAPS WITH ALL THE BEST PLACES IN STOCKHOLM

## THE STOCKHOLM METRO

The tunnelbana (often referred to as t-bana or tuben) is one of the fastest and most convenient ways to get around in Stockholm. SSE lies right next to Rådmansgatan, a station on the green line. But remember, most lines only go until midnight on weekdays so make sure to get home in a safe way if you're out late. Take an Uber or a Stockholm Taxi if it's late and you're alone.



# A SHORT GUIDE TO SWEDISH

While Swedish may just sound like a lot of weird singing noises to all non-Swedes, here are some words and phrases that will come useful in the coming two years.

**Atrium** The place you will spend most of your time the upcoming two years.

**Fika** A Swedish expression used for coffee break. The word comes from Kaffi (coffee in the old Swedish language) and is simply a scrambling of that word.

**Handels** Most people in Stockholm will not know what SSE is, but are familiar with the Swedish name of the school which in everyday speech is Handels (short for Handelshögskolan).

**Handelslov** The first song of all sittnings, mandatory knowledge for all SSE students.

**Kaffe** Coffee. The expression "En liten/mellan/stor kaffe, tack!" (A small/middle/large sized coffee, please!) is very useful at Panini.

**Kåridor** The SASSE highway between the committee rooms in the basement at Sveavägen.

**Lagom** Just the right amount, enough, sufficient, adequate, just

right.

**Portal** SSE's internal network for information regarding the school and your courses (portal.hhs.se).

**Ragnar/Torsten** lecture rooms, not people.

**Rotunda** Circular, legendary room for socializing, below the Aula. Can be very sweaty.

**SASSE Board** The people in purple overalls.

**Sittning** The student word for a dinner party. It can be everything from a costume party to a very fancy gala and normally includes a lot of singing, some speeches and dancing afterwards.

**Sjuttiofem** Seventy five.

**Stora Salen (HO)** Big room at Hölländargatan, used for banquets, exams and lectures despite being extremely cold during winter.

**Strannis** Nickname for SSE's president Lars Strannegård.

**Tuben/Tunnelbanan** The Stockholm metro (the tube).

English	Swedish
Hello!	Hej!/Tjena/Tja!
How are you?	Hur mår du?/ Hur är läget?
Very good and you?	Jättebra, själv då?
Thank you very much!	Tack så mycket!
No, thanks!	Nej, tack!
Excuse me!	Ursäkta!
Excuse me, I didn't quite catch what you were saying.	Va?
Sorry for bumping into you like that. So terribly clumsy of me.	Oj!
It's you! How lovely to see you!	Nämen!

WHEN YOU MASTER THESE EXPRESSIONS, YOU ARE READY FOR SSE'S INTRODUCTORY SWEDISH COURSES!

# 5 PIECES OF ADVICE ON HOW

## FOR EVERYONE

1. Always say yes to a kanelbulle.
2. Enjoy the sunshine while it lasts - the winter will be long, cold and horrible.
3. Panini has coffee for 7 kr - that's the best deal there is.
4. Get to school early in the morning if you want to find a study spot in the atrium.
5. When times are hard - hit Hirschenkeller harder.

## FINANCE

1. PC labs are open 24/7. You're welcome.
2. Rounding 5.5 bn to 7 bn is perfectly acceptable.
3. Learn a second language: German. You will hear more of it than Swedish among your classmates.
4. Don't mess with the variance-covariance matrix. Otherwise it will mess with you.
5. The most valuable relationships you'll build will be with people selling you coffee.

## BUSINESS & MANAGEMENT

1. Spend time with your class - feeling the MBM love is amazing!
2. If you absolutely love Excel and numbers, you have chosen the wrong master program.
3. There is no right or wrong answer - it's all about making sense.
4. Just put the word 'innovation' everywhere and you will be fine.
5. There is no such thing as a night without readings for school.

# TO SURVIVE YOUR MASTER

## ACCOUNTING

1. Find friends in Economics too - they are the only other people in the atrium after 7 pm.
2. Don't speak from your heart - first look at what the standard says.
3. Fair Value = (time spent partying / time spent studying)?
4. Don't drink and discount.
5. Nights in the PC lab will beta the hell out of you.

## ECONOMICS

1. Forget about reality. You are in advanced economics now.
2. Just because your equation is messy doesn't mean you are wrong.
3. From now on, "The Matrix" is not a movie - it is a rip-off of your 8 o'clock math classes.
4. Don't worry about the dark or cold during the first semester. You will be enjoying the artificial lights and the comforting warmth of the study rooms most of the time anyways.
5. Be prepared for a good amount of math - refresh your skills before school starts!

## INTERNATIONAL BUSINESS

1. Make sure your passport is up to date - you will need it!
2. Prepare to network till you drop; whether it'll be from the amount of free food and drinks or by the weight of the business cards.
3. If you're a loner, enjoy the summer because your life will be group work from now on.
4. Accept the fact that if you thought you already had understood the CEMS language requirements OR cems.org, you are mistaken, at best you're halfway there.
5. Your PowerPoint skills, mingling skills, case speed reading skills will for sure be your best friends.

# A GUIDE TO A "SITTING"

Your upcoming years at SSE will be filled with plenty of banquets, gasques, galas and other festive gatherings. To prepare you adequately for events and what to expect, here is the following little guide.

## Dresscode

The dress code varies depending on the type of "Sitting". It can be anything from a theme like Harry Potter to a white tie attire.

**Black tie** - The most common dress code at a SSE "Sitting" is black tie, which is the second finest evening dress code. Wear a dark suit, a white shirt and a tie/bowtie or a knee-length dressed-up dress, a jumpsuit or a nice skirt.

**White tie** - You should wear a tailcoat and matching pants as well as a vest and a bowtie or similar formal adornment or wear a ball gown.

## Toasts

Where there are drinks, toasts are required. Toasting can be seen as a trivial and simple thing, but there is one rule one should take into consideration. Cheer always with the ones sitting closest to you and remember to maintain eye contact with ones you are toasting with! Also, there are several "special" toasts to learn at the "Newbie Night" during the Intro Week - don't miss out!

HERE ARE SOME EXAMPLES OF BLACK AND WHITE TIE ATTIRE →

## Singing

"It is not a 'Sitting' if there are no songs", a wise business student once said. All sessions begin with "Handels Lov", whose lyrics you may find on the right. Learn it by heart - you will need it. There are also several other favorites that can be found in a song booklet available on the tables at the events (or on the next spread).

## Etiquette

- Don't sit down at your seat until all the people at your table (or at least close to you) have arrived
- When toasting, cheer with your dinner partner first
- Don't eat or drink while someone is giving a speech
- Follow the rules - no dancing on the tables

## Tips and tricks

- If you feel like singing, swing your napkin and hopefully someone will start. Or just start yourself!
- You can steal drinks from other tables with a "tjuvskål" (the thief's toast) - but be nice about it!
- Try to not leave the table unless there's a break (there is normally a break after the main course).



**HANDELS LOV** Melodi: Värvindar friska

Fes-ten ska bör-ja, krå-set ska smör-jas,  
magen ska få det som den vill ha.  
Gla-sen stå ful-la, låt sång-en rul-la,  
al-la är Han-dels gäs-ter i-dag.  
Gla-set i han-den fat-tom: Gutår!  
He-lan den går och ma-gen den får.  
Sor-ger-na glöm-mes, gla-sen nu tøm-mes,  
al-la för Han-dels hö-ger en skål!

# SOME MORE SONGS

## ***Helan går***

Helan går, sjung hopp faderallanlej  
Helan går, sjung hopp faderallanlej  
Och den som inte helan tar  
han heller inte halvan får  
Helan går, sjung hopp faderallanlej

## ***Jag har aldrig varit på snusen***

Jag har aldrig var't på snusen  
aldrig rökat en cigarr, halleluja  
Mina dygder äro tusen  
inga syndiga laster jag har  
Jag har aldrig sett nåt naket  
inte ens ett nyfött barn, halleluja  
Mina blickar går ot taket  
därmed undgår jag frestarens garn

Halleluja, Halleluja...

Baccus spelar på gitarren  
Satan spelar på sitt handklaver  
alla djävlar dansar tango  
säg, vad kan man väl önska sig  
mer?

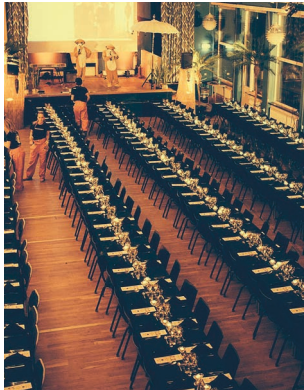
Jo att alla bäckar vore brännvin  
Rivöfjorden full av bayerskt öl  
konjak i varenda rännsten  
och punch i varendaste pöl,

Halleluja, Halleluja...

## ***Till Spritbolaget***

Till spritbolaget ränner jag  
Och bankar på dess port.  
Jag vill ha nåt' som bränner bra  
Och gör mig sketfull fort.  
Expediten fråga och sa:  
Hur gammal kan min herre va?  
Har du nåt legg ditt fula drägg  
Kom hit igen när du fått skägg.

Nej, detta var ju inte bra,  
Jag ska bli full i kväll.  
Då kom jag på en bra idé,  
Dom har ju sprit på Shell.  
Många flaskor stod där på rad.  
Hurra, nu kan jag bli full och glad.  
Den röda drycken rann ju ner.  
Nu kan jag inte se nåt mer.



## ***Siffervisan***

1, 2, 75, 6, 7, 75, 6, 7, 75, 6, 7  
1, 2, 75, 6, 7, 75, 6, 7, 73  
107, 103, 102  
107, 6, 19, 27  
17, 18, 16, 15  
13, 19, 14, 17  
19, 16, 15, 11  
8, 47!



# THE STUDENT ASSOCIATION

# WELCOME TO SASSE!

## *How do I get involved?*

### *What is SASSE?*

The Student Association at the Stockholm School of Economics is a unique organization. SASSE exists thanks to the strong drive and commitment among the SSE students and the wish to have fun and develop as a community. The fundamental purpose of SASSE is to care for the joint interests of the students, which can be roughly summarized as educational coverage, extracurricular activities and career service. SASSE is led by a board consisting of a President, Vice President, Treasurer and eight committee presidents.

Almost all students at SSE get involved in SASSE for some period of their studies. The level of involvement stretches from being a functionary during a fair or partying in the Rotunda to working full-time for one year as a part of the SASSE Board. Opportunities arise throughout the year to apply to be part of the different yearly projects. These events are advertised on our Facebook page "SASSE members" and on the SASSE website ([www.sasse.se](http://www.sasse.se)). There you will find detailed information on all our projects and various contact information. Everyone is encouraged to take full advantage of the opportunities within SASSE by either joining an existing team or setting up your own project.

### *The SASSE Reception*

This is where the SASSE receptionist works and where a big part of the administrative work of the student association is handled. At the reception you can get help with your student card ("Meccenat"), bookings in the SASSE calendar, getting access to the committee rooms or receiving information regarding almost anything within SASSE. You can also get band-aids or aspirin from our first-aid-kit. The opening hours can be found on the reception door. Do not hesitate to visit if you have any questions about SASSE or anything else.

### *The SASSE Board*

The SASSE Board manages the daily operations of SASSE and all its committees. The Board consists of the eight committee presidents as well as the President, Vice President and Treasurer. The SASSE Board is elected for a one-year mandate by personal vote, and the election takes place in the first week of December. You can recognize the Board lurking around through the corridors, more often in purple overalls than without.



# PRESIDENT

Wow, you made it! You managed to get one of the spots at one of SSE's highly-ranked master programs. Congratulations!

Some of you reading this are from Sweden and are very familiar with the culture, the lifestyle and the school system. Others of you are from countries far away, probably feeling a bit lost strolling down the streets of Stockholm. For me, getting admitted to SSE did not mean moving to a new country, but to a new city - which was scary enough. However, when I arrived at SSE that first morning in August, I knew I had nothing to worry about. Behind the huge oak door of SSE, I was greeted by amazing people with nothing but warmth and joy. I remember feeling "this is home"!

SSE offers you great opportunities. No matter if you want to focus only on your studies, if you feel like socializing with people from all over the world or if you want to get in contact with a huge variety of interesting companies - this is the place to be. Since 1909, when the school was founded, many students have turned out to become successful leaders and inspiring role models within different fields of business. Today you will find our alumni at top positions where they influence us and our society in great ways.

In the heart of Stockholm, at Sveavägen 65, you will not only find the auditorium and the lecture rooms where you will have your classes, or the Atrium where

you will have your morning coffee, but also a very interesting basement. This is where the Student Association has its premises. The Student Association at the Stockholm School of Economics (SASSE) has been around just as long as SSE itself and enables you to combine theoretical studies with practical skills. Within SASSE you can, amongst a numerous of other things, do sports, attend parties, start up and lead your own projects, attend company presentations or develop your skills within IT, media or entrepreneurship.

SASSE welcomes you, with more than 700 active positions, to get involved and participate in our various events. As soon as you have an idea, find areas for improvement or have other thoughts or questions; contact me at [president@sasse.se](mailto:president@sasse.se) or come by the SASSE reception in the basement. Because no matter if you grew up a block from SSE, or if you've moved to Stockholm from a land far, far away, I, as the President of SASSE, am very glad to see you made it to one of SSE's master programs and I am really looking forward to seeing you.

Welcome to Stockholm School of Economics, welcome to SASSE, welcome home!

*Rebecca Gustavsson*

President 18/19





# VICE PRESIDENT

## ***What is your role within SASSE?***

As Vice President I am responsible for all the daily activities of the association. This entails ensuring a working infrastructure for all the incredible projects and activities within our association as well as to ensure that you who reads this has the possibility to start your own exciting initiative. I have a finger in the pie in most of the things going on in the association, so if you have any questions just grab a hold of me and I will do my best to help you.

## ***What is the best thing about SASSE?***

Having promoted good camaraderie since 1909, the best thing about SASSE is still all the countless opportunities to meet new, amazingly driven people! Together we as students at SSE create an association that engages and stimulates in areas outside of the studies and offers a place where you can create, engage and learn from your mistakes. In that process special bonds and amazing friendships are created, which make the years at SSE truly memorable!

## ***What is your best tip for new students?***

Have an open mind, be curious and make the days you spend within the walls of SSE count. I say you do that by creating great memories together with your new friends. Be it late nights working on your group project in marketing, or planning a banquet with your project group within SASSE, the time we spend developing together is what really matters. You can look forward to a great time at SSE!

## ***Fredrik Bauer***

Vice President 18/19



# TREASURER

## ***What is your role within SASSE?***

As Treasurer, it is my role to manage all SASSE finances. This involves budgeting, accounting and in general making sure that the economy of SASSE is in good shape. I also function as an advisory unit for all SASSE projects, and thus it is my responsibility to have overarching knowledge of all SASSE activities. With this said, it is most likely that we will meet if you decide to join any of SASSE's different projects!

## ***What is the best thing about SASSE?***

The best thing about SASSE is that it functions as a middle ground between having fun and developing valuable skills for your future career. Within SASSE, you have the opportunity to execute projects with your best friends. Furthermore, a lot of students also find their best friends within the organization, which is a fantastic measure of the important role of SASSE at SSE!

## ***What is your best tip for new students?***

Pursue those activities that you find the most appealing, regardless of what other people say. SASSE is a place where you can harness your true potential, and have fun while doing so. Also, do not take things too seriously and remember to have fun!

## ***Filip Flenhagen***

Treasurer 18/19



# STUDENT COUNCIL & BOARD OF DIRECTORS

One year ago, I was in your shoes. Ready to start studying at SSE. This is a very special time in your life. The anticipation of something completely new. The inevitable doubts that come with it. “Will I fit in? Will I be able to handle the workload?” My only advice to you right now is; enjoy. In no time you will be sucked into the famous SSE-bubble.

One very big part of that is the Student Association, SASSE.

SASSE is a very complex organisation, and I do not think that any student has ever experienced every single thing SASSE has to offer, although some are closer than others. It ranges from amazing parties and ski trips to company contacts and career fairs, and everything else in between. The Student Council, however, usually works behind the

scenes and I would claim that a majority of the students at SSE graduate without ever encountering the Student Council, more commonly referred to as FUM (short for “Kårfullmäktige”, and no, the abbreviation does not really make sense). The Council is there to monitor the decisions and activities within SASSE and make sure everything works out properly.

The Board of Directors, is part of FUM and is the body that has a strategic and long-term focus. If SASSE were a company, then we are the board. We keep a long-term perspective at the same time as we audit the day-to-day operations; everything in order to make sure that your time here at SSE is the best it could ever be!

*Jacob Lange*

Chair of the Student Council 18/19



# EQUALITY GROUP

The Equality Group is here for you! We work to make sure that SASSE is an open organisation that everyone feels welcome in, and to make sure that the members feel safe and respected. We have continuous discussions and educations with the SASSE Board and the big projects to make sure that the aspects of equality and fairness are always taken into consideration.

We are here for the SASSE members - if you feel like you've been mistreated or disrespected in any way, you can turn to any member in the Equality Group for help and support, and we'll be there to handle it in whichever way you want. Your comfort matters to us, and we want to make sure you get to be yourself!

If you feel like equality and diversity are important questions, you are welcome to apply to the Equality Group; and if not, enjoy your time here at SASSE!

***Charlie Bech-Jansen***

Equality Representative 18/19





# COMMITTEES

# THE SOCIAL COMMITTEE

Welcome to the Social Committee – how nice to see you here!

The Social Committee (SU) can be seen as a platform for creativity and different interests – we make room for all kinds of projects and engagements. We believe that a great social life is a fundamental condition for an amazing time at SSE.

SU consists of three different branches (or "mästerier" as we call them): the Culture Branch, the Social Branch and the Festive Branch, as well as two standalone projects: the Introductions and the Master Club (MC). It is within these branches that you may find many possible projects to engage with and take part of, from paintball and visits to the opera house to inspirational lectures and magical dinners for more than 300 people.

We usually say that the real 'Student Life' thrives within SU and we keep traditions that have characterized SSE students for generations. Seize the chance to take part in our dinners, parties, activities and projects, and become a part of the SU spirit. We love social interaction and student welfare, and we could not be more enthusiastic to offer you the amazing possibility of realizing your own ideas and interests. And most important of all – we welcome everyone! Swing by the SU room for a nice hang-out or simply grab one of us in pink clothes if you have any questions. We are glad to help you!

PS: Make sure to keep an eye on Master Club if you love arranging parties – they are recruiting new members during the fall. A perfect way to have fun and get engaged in SU!

*Elin Ruland*

President of the Social Committee 18/19





### *The Culture Branch (Kulturmästeriet)*

The Culture Branch is SU's hub for creativity where all ideas are welcome. Even though we love culture, the Culture Branch is about so much more than that. Here you find the Debating Society, the DJ Society, SASSE's own band - the Music Society, Art Division and a big group of students from Gothenburg in the "Göteborg Society". What is most important is that all new ideas - regardless of their plausibility - have a possibility of getting a spot within the Culture Branch.



### *Culture Week*

This autumn's most exciting week, packed with fun and culture. In previous years we have offered the possibilities of climbing the roofs of Gamla Stan, eating dinner with Swedish celebrities, drinking and learning all the traditional drinks and songs of SSE - who knows what will happen this year? Traditionally, the Culture Week is completed with one of the biggest parties of the year, the Hwett & Etikett banquet. Do you want to be part of and help out during the Culture Week, or just want to know more? Do not miss us during the Introduction Week!



### *Culture Trip*

Tired of what Stockholm has to offer culturally? Join the Culture Branch for a great trip abroad! Last spring we went to Barcelona to visit museums, to experience the architecture of Gaudi and the lovely nature of Barcelona and, of course, to enjoy the fantastic Spanish tapas. Travelling is a great way to get to know others and to experience different cultures together!



### *Testing Tube*

The Testing Tube is for all connoisseurs and hedonists of SSE, or for anyone who is interested in the good life. With noble drinks as the focus, we try anything that sparks our curiosity. Whatever you would like to try, we are here to guide you down the road to beverage heaven.



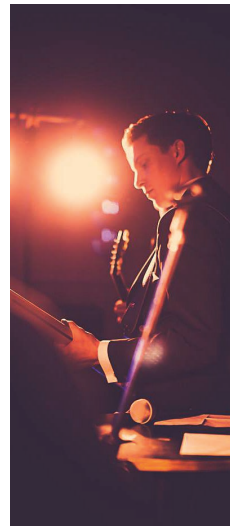
### *B-Testing Tube*

The B-Testing Tube is for less picky SSE Students, or for anyone who is just interested in what hides on Systembolaget's rear shelves. With more affordable drinks as the focus, we try anything that sparks our curiosity. Whatever cheap and flavorful you would like to try, we are here to guide you down the road to the beverage underground.



### *The Literature Society*

In the Literature Society, we believe that culture and particularly books are something you need during your time at SSE. In our Society we talk about books, their authors and anything else that inspires us at the moment as we enjoy snacks and drinks. Do you read a lot or wish you did? Come by and hang out with the Literature Society!



### *The Music Society*

SSE is crowded with musical talents and the Music Society is where they all gather. Practice sessions are held regularly and during the year the members perform at different parties and dinners. You are most welcome to jam with us regardless of which instrument you play and your previous experience! All new forms of musical projects, old as new, are encouraged.



### *Introduction and the Introduction Committees*

The Introductions are one of two standalone projects within SU. As SASSEs most appreciated and most fun project it is hard to describe with only this limited space. You will soon experience it and understand how fantastic the Introductions and the Introduction Committees are. We look forward to meeting you!



### *The Feminist Society*

The Feminist Society has SASSE's largest and most active Facebook group where everything that regards feminism or gender is discussed. We are the forefront when it comes to questions about equality and feminism at the school. We pursue this through different activities such as the Equality Week, Feminist Breakfasts and seminars – preferably accompanied with red wine and always with enthusiasm.



### *LGBT+ Society*

One of the newer societies of SU. The LGBT+ Society organizes socials and meetups for everyone who is interested, but mainly those who identify as LGBT+. Swing by for some tea and hang out with us! Keep an eye on the SASSE Calendar or join the SSE LGBT+ group on Facebook.



### *The Social Branch (Socialmästeriet)*

The Social Activities are headed by the Social Master and focus on making your studies at SSE as easy as possible. We can offer advice, answer questions and facilitate everyday life improvements for all the stressed students during exam periods. Swing by the Social Committee room for a well-deserved break and fika!



### *Master Club*

Master Club, or MC, is the second standalone project within SU. MC is a group of 20 master students who aim to make sure that every master student has their fair share of fun at SSE through fantastic events and parties. The goal is to improve the integration between bachelors and masters in SASSE. During the year, you will experience everything from fun pub-crawls, running cocktails and formal dinners to large incredible parties. We live by the motto "Student Life At Its Best" – something that influences everything we do. Make sure you have an amazing summer, we look forward to meeting you this autumn!



### *Stockholm Student Health Services*

The Social Committee also works with questions regarding mental and physical health. If you feel stressed or down during your time at SSE, we are here for you! We cooperate with the Stockholm Student Health Services (SSHS), which offer free medical and psychological consulting as well as classes about stress. SSHS is perfectly located just a block away from SSE at Norrtullsgatan 2.



### *Inspiration Week*

Inspiration Week is a reborn project from previous Social Committees – a week packed with inspirational lectures and activities. With a focus on well-being, this project is here to remind all SSE students the importance of personal development and health. If you want to feel motivated and inspired (or maybe if you want to motivate and inspire other students as part of the project group), the Inspiration Week is perfect for you!



### *The Festive Branch (Festmästeriet)*

We are the "festisar" of SU. We always try to find new ideas and concepts for each party – the crazier the better. We create possibilities for students to hang out, have fun and party, all at once. Our parties are not always the largest, but they are something we bet you have never experienced before.



### *Hwett & Etiquette*

This incredibly popular banquet is the final event of Culture Week, and you can expect a grande finale. Dress up in your best dress or black tie and get ready for a great dinner and a fabulous after party. Let the fun begin!

### *SU After School Pub*

SU likes to mix the parties with some relaxed hangouts. Join us in the Pub when SU is there – grab a drink and bring some buddies. See you there!



# MASTER CLUB

Dear new master's students,

Welcome to SSE and welcome to SASSE!  
I would like to introduce you to the Master Club.

We are a group of master's students that, being part of the Social Committee, want to make your time at SSE as enjoyable and memorable as possible. We try to achieve this by hosting several events where we want to encourage all members of SASSE to socialize and mingle. At the same time we want to improve the integration between master's and bachelor's students - we are a part of the big SASSE family after all! Finally, we want to be your access point for general matters that concern master's students. We always have an open ear for your ideas so don't hesitate to contact us if you have any questions or suggestions!

Look around for us MCers during Intro Week, we will be there to welcome you into SASSE and feel free to talk to us.

To stay updated on our events and to find out how to get involved, like our Facebook page (SSE Master Club) and follow us on Instagram (@sasse\_masterclub).

We hope that many of you want to join us and we are very excited to meet all of you in August!

*Kathi Ochs*

President of Master Club 18/19



# THE INTERNATIONAL COMMITTEE

As a student at SSE, Sveavägen 65 is where you will spend most of your time. However, there is much more to the student experience than what fits inside the walls of SSE. The International Committee (IntU) is the window to the outside world, and adds an international perspective to SASSE, offering the possibility to engage in international activities ranging from Thanksgiving dinners to internships abroad.

Throughout the year, the International Committee arranges a variety of different events run by the students. Interesting global phenomena and trends can be penetrated through the well-established international projects such as Exchange Japan and Focus CSR. Meanwhile, the social events arranged by our regional associations are a perfect platform for making new friends and discovering exciting cultures. The Exchange Committee welcomes new students to SSE, giving them an unforgettable time in Sweden while having a lot of fun together. Stockholm Model United Nations (SMUN) gives a chance to engage in socioeconomic questions and politics. Last but not least, AIESEC gives you the opportunity to gain international experience through internships in a broad variety of sectors and roles around the world.

Hopefully, with a wide range of different activities and projects, IntU has something to offer – whether you prefer discussing the global business environment or simply drinking sangria with friends!

Welcome to the Student Association at Stockholm School of Economics and, above all, welcome to the International Committee!

*Astrid Olsson*

President of the International Committee 18/19





### FOCUS: CSR

Focus: CSR is an international project with the purpose to encourage discussions around corporate social responsibility. In previous years, field trips have been carried out to Mexico, India, Brazil and Indonesia to give an insight into how economic growth can be balanced with sustainable development. Don't miss out on the opportunity to make a difference!



### Exchange Japan

Do you think there is more to the Japanese culture than manga and raw fish? Do you want to get to know people from the other side of the world, promote Sweden in Japan and explore Tokyo's hidden gems together with the locals? Then Exchange Japan is definitely the perfect project for you! Exchange Japan is an international project in collaboration between the student association at SSE, KTH and Hitotsubashi University.



### The Exchange Committee

The Exchange Committee takes care of the exchange students at SSE. Every semester we recruit a new committee that arranges events and activities. Sweden and the Swedish culture is the focus and on the agenda there are activities such as a trip to Lappland, IKEA and a crayfish party. There are also possibilities to join "buddy groups" where you will have the chance to connect and exchange experiences with exchange students. We look forward to your commitment in the Exchange Committee.



### Global Outlook

Do you want to learn more about what exchange opportunities you have? Have you ever considered an international career? Then you should keep an eye out for the International Committee's theme days Global Outlook. Apart from several workshops and lectures about possible international career paths, you will get a chance to meet representatives from SSE's partner universities and ask them questions to see where you might want to go for your exchange!



### SMUN - Stockholm Model United Nations

In November every year, Scandinavia's largest MUN takes place in Stockholm. SMUN is a great opportunity for you as a SSE student to get an insight on how it feels to work as a UN delegate. Seize the opportunity to discuss, meet and have fun with 200 delegates from all over the world! Furthermore, you have the opportunity to join the SMUN project team and help organize the entire conference. No matter in what way you want to be involved, it will be an unforgettable experience!



### AIESEC

Do you want the opportunity to work anywhere in the world? Are you passionate about global issues, leadership development and intercultural understanding? Join AIESEC, the largest student-run organization in the world! Seize the opportunity to score internships and volunteer in 126 different countries, gain invaluable experience and meet people from all over the world. If you are interested in getting involved in AIESEC as an organization, apply to the SSE's AIESEC project team!



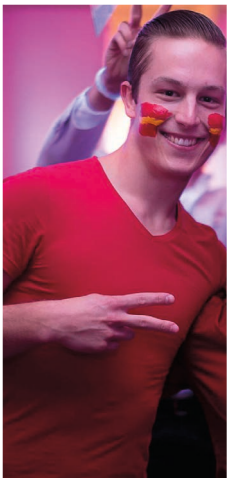
### EuroTour

EuroTour is an amazing opportunity for you who like to travel and meet new people. You will have two weeks full of fun activities and interesting company presentations as well as broaden your network across the world, as we get to visit Switzerland and St Gallen University.



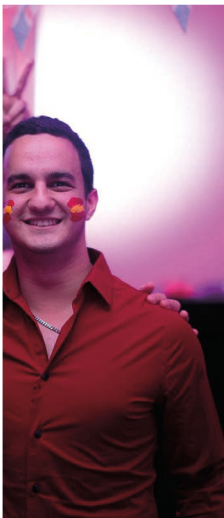
### Der Verein

Der Verein is the school's largest and most honourable regional association. No matter if you grew up in the German wilderness or if you cannot speak a word of German, Der Verein has something to offer. We share a love for beer, bratwurst and Berlin and this brings us together and creates a great spirit. The Oktoberfest and our annual trip to Germany are examples of our awesome activities throughout the year. Der Verein is all about having fun which means that you can choose to participate as much as you would like. Herzlich Willkommen!



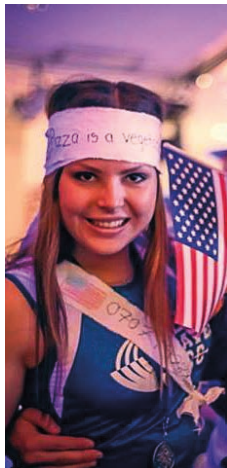
### *The French Association*

Bienvenu à L'Association – the haven for all the Francophiles at SSE! To the vintage tunes of Edith Piaf, we let everything from red wine to macrons set a sparkle to your student days. Come and join, or participate in organizing, everything from smaller wine tastings or language cafés to extravagant banquets – all you need is a taste for or interest in anything French.



### *El Club*

El Club is the association for everyone who is in love with Spain, Latin America or something Spanish related. Although you are not sure if you like anything Spanish, El club is probably right for you. So join us for tequila tasting, tapas nights, to watch El Clásico or cosy up in front of an *Almódovar* movie. Or why not a crazy night at a salsa club?



### *The American Association*

We are trying to make SSE more like an American Pie movie. We arrange a Thanksgiving dinner, A Super Bowl pub and play beer pong together. The association is popular among cheerleaders, football players and exchange students - regardless of your connection to America, everyone is welcome! Are you longing for Jello shots, cupcakes and peanut butter jelly sandwiches - bring it on!



### *The Chinese Association*

Are you into dumplings, Kung Fu and Feng Shui? Then the Chinese Association is something for you! We want to spread the fantastic Chinese culture and arouse the SSE students' interest in the Middle Kingdom. During the year we arrange workshops, dinners, lectures and parties! Regardless of your previous experiences of China, you are most welcome to get involved! Huan yin!



### *The British Association*

SSE did not have a British association. So we took matters into our own hands and created one. Never was so much owed by so many to so few. Come, enjoy afternoon tea, Premier League, Sherlock, take the train to Hogwarts or receive some handy tips concerning a career or further education in the United Kingdom. We guarantee that with us you will drink way too much tea and eat an insane amount of scones. But it is for the sake of the Queen of course. Welcome!



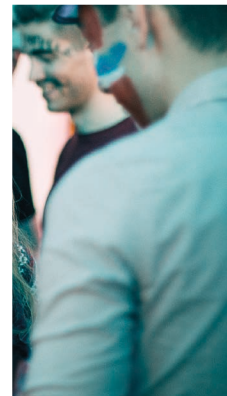
### *The Finnish Association*

The Sauna, the Moomin family, salt liquorice, Finlandia vodka, the Finland booze cruise, sailing, the archipelago – there are so many lovely things in the country of a thousand lakes, Finland. No matter if you have family ties to our neighbour in the East or if you are just curious about what it is like, you're more than welcome to the Finnish Association's Sauna nights and other cosy events. Join us and have fun in a relaxed atmosphere!



### *The Norwegian Society*

Capturing the essence of the original – established by Norwegian students in Copenhagen in 1772 – Det norske Selskab or the Norwegian Society has reemerged at Stockholm School of Economics. Just like the original, the society is characterized by Norwegian culture, patriotism and proper Norwegian drinking traditions. Everyone is welcome to join; those who have a special place in their hearts for Norway, but also those who just want to experience the best Norwegian culture has to offer. For folk og fedreland til Dovre faller!



### *The Hebrew Association*

Would you like to learn more about and experience an ancient culture in casual forms? Then the Hebrew Association may be for you! In the Student Association's Hebrew Association, you can experience the best of Jewish and Hebrew culture – spanning from Sabbath dinners to Hebrew lesson, or simply hang out over some falafel and hummus. Jewish heritage and knowledge of Hebrew are no prerequisites – everyone is welcome! Baruch haba!

# THE EDUCATION COMMITTEE

Stockholm School of Economics has existed for more than hundred years, educating leaders, entrepreneurs, and Nobel Prize winners. Congratulations, you are now a part of the next generation of students at SSE!

Holding one of the oldest responsibilities in the association, the Education Committee (UU) forms the key link between the students and the school. By constantly working on improving the education at SSE, the committee stands to ensure that both current and future students receive a quality education!

To develop our school and our surroundings, we meet with students and faculty, arrange focus groups and feedback sessions, and are part of several decision-making forums within the school. We work to gather feedback regarding course specific matters, but also dig deep into questions regarding pedagogics, study spaces and future strategic aspects. Through projects such as the Tutor Center, we give students a possibility to challenge themselves and to make a true difference. The Education Committee gives you a great opportunity to influence and improve your surroundings while having a lot of fun in the process!

If change is your only constant, you always see ways of improvement and you like to meet new people, then the Education Committee is the place for you! As a new student, you probably have a lot of ideas and opinions on how to improve the education. Never hesitate to contact me or anyone else in the Education Committee; no question or suggestion is too small or too big to talk to us about! Just email me at [education@sasse.se](mailto:education@sasse.se) if you have any questions.

I am looking forward to meeting you in August!

*Antonia Alan*

President of the Education Committee 18/19





### Why does the Education Committee exist?

At SSE there are people with diverse backgrounds and interests, unified by a common denominator: our choice of education. We all chose to study at SSE for a reason, which certainly can differ but is probably in one way or the other related to our desire to receive the best possible education while being here. SASSE provides a broad range of events but the core of our association is the educational coverage, and that is what the Education Committee does.



### Class Ambassadors

As a Class Ambassador, you have agreed to be the voice of your class. You are the key link between the students and the teachers. The Class Ambassadors meet a few times each semester to discuss the structure and content of the courses based on the feedback from your class. We deserve the best possible education and the class ambassadors are the superheroes that assure that development is made!



### Alumni Mentorship Program

Alumni Mentorship Program is a project that connects the school's alumni and its students in order to exchange experiences and thoughts about life after graduation. Being a student includes meeting new friends and developing skills that will be useful in a future career. However, as a student it can be hard to imagine what a future career could look like – which field to work in, how to combine a challenging job with a rich social life and whether to work in Sweden or abroad.



### Mitt Livs Val

Mitt Livs Val is a mentorship program that focuses on integrating young unaccompanied or newly arrived immigrant minors into the Swedish society and education system. Using different pedagogical and mentorship techniques, the program aims to offer possibilities and support in order to help young adults realise their full potential and pursue higher education. Swedish-speaking students who want to challenge prejudices and gain mentorship experience are able to do so through this project!



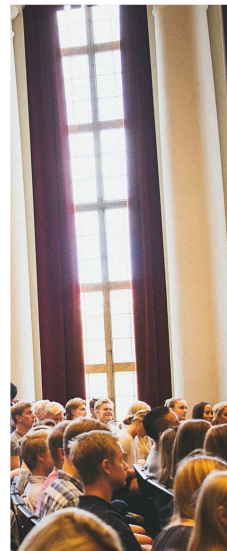
### The Tutor Center

Sharing is caring! SSE is known for its helping and supportive climate and the Tutor Center encourages that by arranging tutor sessions for students in different courses. We are always looking for more tutors – contact the Education Committee if you like to join the amazing tutor team!



### Class Dinners

Your studies and time in school will be more fun if you get to know your fellow classmates! This is an opportunity for classes or seminar groups to arrange class dinners to bring the group together and to promote the class spirit!



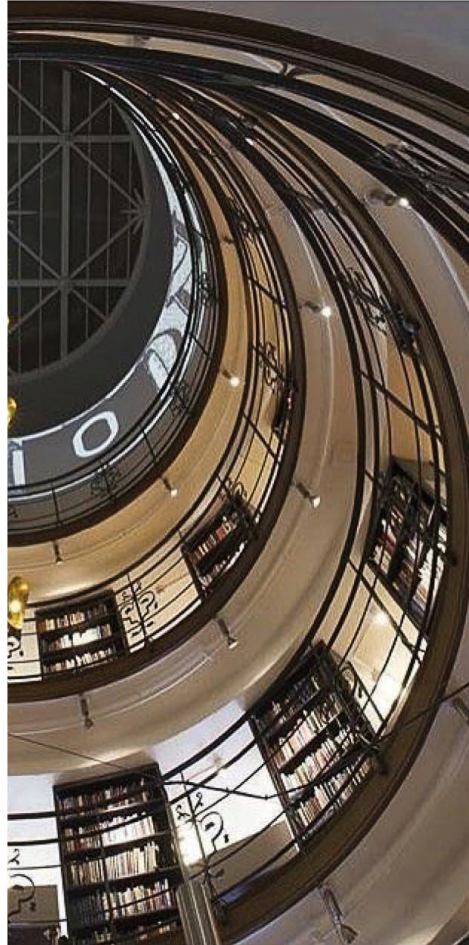
### The Economics Society

The goal of the Economics Society is to gather students sharing a common interest in economics and it seeks to provide a platform for fruitful discussions, out-of-the-box education, and career inspiration for economists. The aim is to open people's eyes to the breadth of topics and career opportunities related to economics.



### Teacher of the Year

A good teacher can make any subject interesting. A good teacher can inspire a hardcore numbers lover to become a philosopher or a marketing student to love Excel. Hopefully, we have all had that special teacher who inspired us to broaden our horizon and go the extra mile. We would like to acknowledge these teachers by organizing the prize Teacher of the year. The winner will both get the glory and a check.



### *Focus Groups*

The Focus Groups meet with the program manager twice each semester to discuss issues concerning our education. It is a very useful and effective forum to give direct feedback to the program manager regarding the courses and program structures. The focus groups take place four times a year, and there is one focus group for each year of study at the Master Program.

### *Course Evaluations*

Course evaluations are the quantitative part of the quality and feedback process at our school. These are sent out to your student email after every finished course and consist of a couple of multiple choice questions. The results from the evaluations are the key to improve the courses and give the teachers valuable and highly appreciated feedback!



# THE BUSINESS COMMITTEE

A warm welcome to the Stockholm School of Economics and the SASSE Business Committee!

The BC consists of about 60 active members, contributing to all of the amazing projects, societies and possibilities within the committee. The Business Committee is the link between the SSE students and the business world and we hope to be able to help you find your dream job! The BC arranges a colourful spread of company presentations, career weeks, lectures and parties – there is something for every SSE student.

The Business Committee strives to always offer something for everyone and we would like to hear your ideas! It is the perfect place to socialize, improve skills and talents, while providing opportunities for great personal and professional development.

We within the BC look forward to being a part of your time at SSE! Once again, welcome - to SSE, the Student Association and the BC. You have a wonderful time ahead of you, see you in August!

*Christofer Ljunggren*

President of the Business Committee 18/19

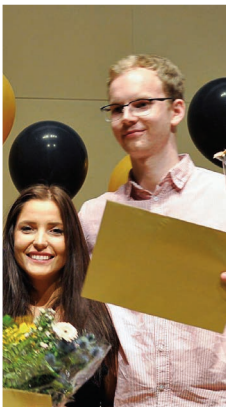






### *BC Inspiration*

BC Inspiration is a new branch of our Committee aiming to arrange inspirational, educational and hopefully memorable lunch lectures. At each lecture, we invite 1-2 experts within a certain field. The topics are widely spread, ranging from mental health to LinkedIn basics. Make sure you reserve a spot at the SASSE website early, the events are usually fully booked in under an hour!



### *Guldräven*

Guldräven is an entrepreneurial contest arranged annually. The contest is open to anyone who has an idea they are passionate about, and who thinks they have what it takes to execute it best. Selected participants are given the opportunity to pitch their ideas in front of a jury of prominent individuals from the business community. In previous years, the winner has won a membership at the start-up hub Norrskan House in Stockholm, financial advice and coaching from the jury!



### *Entrepreneurship Society*

Are you curious about entrepreneurship? Then the Entrepreneurship Society is the right place for you! ES is always on the move, working towards helping any and all students interested in Entrepreneurship. By organizing lectures, competitions, workshops, company visits, creative events and projects, we want to inspire more people to try and discover their entrepreneurial side. Many of these events are co-arranged with the school's own incubator SSE Business Lab.



### *Women's Finance Day*

In the middle of September, the majestic oak door of SSE stands open to welcome you to the association's second largest fair, Women's Finance Day. Take the chance to meet people from all sectors within the finance industry and participate in workshops, mock interviews and other events. At the end of the day, students and company representatives spend a joyful evening together at the annual banquet. WFD is your first fair at SSE - you won't want to miss it!



### *London Investment Banking Week*

Are you curious about the finance industry in London? This trip will take place during the first week of October and will be a good way to interact with some of the world's biggest banks. The days will contain, among other things, company presentations, workshops and networking sessions. LIBW is a unique opportunity to get insight into the financial business world.



### *Business Development Group*

The Business Development Group is a part of the Business Committee working with the goal to establish relationships with new and interesting companies. Do you find sales exciting? Do you think the range of companies that the student association offers students to meet with could be broader? Then this is a project for you! Business Development Group exists to make sure that everyone gets the chance to interact with the employer of their dreams!



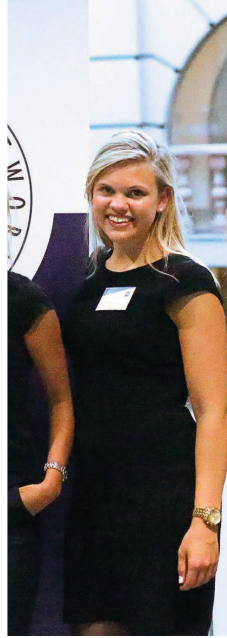
### *Consulting Society*

Are you interested in consulting or simply want to find out if it's something for you? Then Consulting Society is the association for you! With a wide variety of educational and networking events, we help you develop your case-solving skills, prepare you for the interview process and the business sector. No previous experience is required, have fun and join us!



### *Company Group*

Attending company presentations is a great way for our students to connect with the business community and future employers. Every year the BC Company Group, consisting of ten students, arranges around 100 company presentations for SASSE members to enjoy and take part in.



### *Women's Network*

We believe in networking, inspiration, support and learning from each other – especially amongst women. That's why we have restarted SASSE Women's Network, an initiative which now has been brought back from previous years. Through various activities, mentorship programs, panel debates and much more we hope to encourage women to dare to take more opportunities both inside and outside of SSE.

### *Catalogues*

Each year, the BC creates two catalogues: The Internship Catalogue and the Full-time and Part-time Catalogue. These are distributed to all students at the school and are filled with exciting internships and full-time jobs that students can apply for!

### *SSIF*

Interested in stocks and want to learn how to pick out the winners in the financial markets? The Stockholm Student Investment Fund (SSIF) is an all-inclusive, student-run investment fund committed to creating a peer-peer educational environment of investment analysis, with bottom-up initiatives to real-money investments.

To avoid putting all eggs in one basket, analysts are divided into program-mixed industry sectors to cover similar companies in that industry and put forward insightful investment ideas. Whether you consider yourself being an investment guru or just want to enhance your knowledge on the financial markets, SSIF is the place to be!

At BCG, we want to see you change the rules of the game. We help leaders not only improve their industry, but transform it.

We hope that you would like to join us and our many SSE alumni in performing cutting-edge client work and transforming our future business landscape.

Discover how you can make an impact at:

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# THE SPORTS COMMITTEE

Are you as fast as Usain Bolt, do you have a burning passion for sports or did you learn how to dance before you could walk? Are you always watching games like the Super Bowl or the Champion League final? Or do you simply like to be active and get to know new people? Then you have found the right place! The Sports Committee (IdU) offers a broad range of practices and activities, regardless of your previous experience!

Every week we offer activities such as football, floorball, cheerleading and yoga. Several times a year we also participate in different tournaments, both national and international, where we represent IdU and SASSE and also have a lot of fun together!

Furthermore, we arrange events, for example, sports pubs, where we get together in the pub to watch big sports events together; a fantastic hang out in a wonderful atmosphere! During fall we will arrange the Sport & Business day, a fair where we combine the topics sport and business. We also arrange our own internal soccer tournament during spring, SASSE World Cup, where you get together with your friends and play for the coveted trophy! At the end of the SASSE year, we arrange an exciting annual event – IdU-Awards, which is IdU's own sports gala. All "IdUits" are invited and we announce prizes for extraordinary performances during the year and also thank our beloved coaches and players!

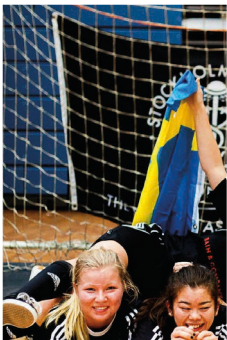
You can read more about our activities in the guide and if you're still not satisfied, why not start your own sport or project? All ideas and thoughts are welcome! You can find more information on our Facebook page: The Sports Committee - IdU and on our Instagram account: thesportscommittee.

Finally, the most important thing to remember is that everyone is always welcome, regardless of their level of performance! The Sports Committee exists for us to have fun together. Mens sana in corpore sano – A healthy mind in a healthy body!

*Ebba Jeppsson*

President of the Sports Committee 18/19





### Soccer Team

Undetected Marta, skills like Zlatan or just a passionate soccer fan? Take this opportunity, come down and kick some football with us! Once a week, the soccer team gathers and enjoys the thrill of playing soccer. Everyone is welcome to come and practice, it does not matter whether you have played at an elite level or just at home in the backyard, the more the better! We share sweat, laughter and even tears of joy after taking home the gold in Koblenz and in Barcelona. Find more information about us at the Facebook page: SASSE Football. See you on the field!



### Volleyball Team

Interested in the beach of Barcelona or in showing that we are the best school in Europe? The volleyball team likes both things and you might be able to represent SASSE and SSE during these tournaments! We are a great team with a nice mix of people from different years and with different athletic levels. We meet once a week to play some ball and OF COURSE, you are welcome! Find more information about us at the Facebook page: SASSE Volleyball Club.



### Cheerleading

You are most welcome to have fun and practice with us at SASSE Cheerleading! We perform at games, events and compete in international tournaments twice a year. SASSE Cheerleading is considered to be one of the best cheerleading teams among business schools in Europe and won last spring in Barcelona! Everyone is welcome and no previous experience is needed. Try it out! Find more information about us at the Facebook page: SASSE Cheerleading. We look forward to practicing, performing and travelling with you!



### Floorball Team

If you like to play floorball, now you know what you will be doing Monday nights from now on. We are a great group of people who meet once a week to play. Find more information about us at the Facebook page: SASSE Floorball. Everyone is welcome and you will experience the best offer! You might also get the chance to represent us at Studentiaden, the Swedish student championships!



### Basketball Team

We are a mixed group of students who play basketball together once a week. Some of us have played before, but we gladly welcome all new players; from beginners to more skilled players – you are all wanted! Once a semester we travel abroad and compete in tournaments, which of course is nothing less than amazing! We have a great combination of hanging out and keeping a good level of the game during practices. Find more information about us at the Facebook page: SASSE Basketball Team. Swing by and join us!



### SASSE Runners

Marathons, ultras or barely around the block? No matter how much you have run before; you can join SASSE Runners. We meet regularly to run together and we encourage every kind of runner to join. We run for fun and we make sure to adapt the training to the attending runners. That way you can reach your training goals while having fun with a bunch of jolly runners. Find more information about us at the Facebook page: SASSE Runners!



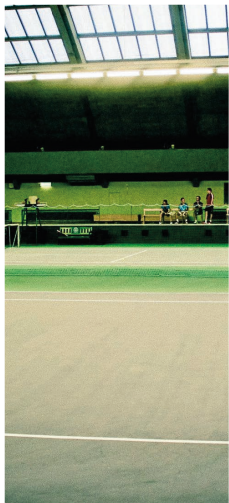
### Master Ski Trip

Every year, the Master Ski Trip is organized for all the winter sports enthusiasts. Last year, the masters conquered the Swedish "alps" and spent a week in the largest Nordic ski resort, Åre. The destination for 2019 is still to be set. Make sure to join the adventure and not miss out on this craziness!



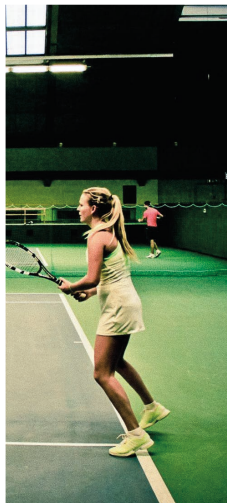
### SASSE Golf

Regardless if you've won fourteen majors or if you're just starting out, everyone is welcome to join our society. We are a group of SSE students who are passionate or maybe just interested in the great game of golf. Join our Facebook group, SASSE Golf 2018, in order to connect with other golfers at SSE. There are more of us than you might expect!



### *SASSE Tennis*

If you are interested in tennis you should definitely join us! All levels are welcome and you'll find beginners to (almost) professional players on the court having a blast of fun every week! Additionally, if you are interested, there might be a possibility to represent SASSE in national and international tournaments. Join us and read more at our Facebook page: SASSE Tennis!



### *Badminton Society*

Skip Wednesdays at Café Opera, come and play badminton instead! Every Wednesday night we gather for an hour of blood, sweat and fun at the Frescati hall. If there is an interest, we also provide the opportunity to participate in competitions and tournaments. Find more information about us at our Facebook page: SASSE Badminton. Looking forward to seeing you this fall!



### *SASSE Yoga*

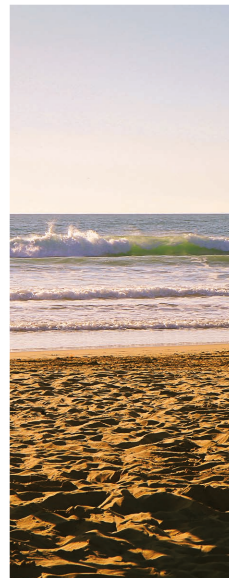
Being too stiff is not an excuse, it's a reason. Find balance in your mind and body by joining our yoga classes at Friskis & Svet-tis, next to the school. The classes are designed to suit both beginners and experienced yogis. They start with a centering meditation, flows through some standing and seated postures and ends with a nice relaxation. It's a perfect study break to relax, destress and refill your batteries. Just come as you are. Find out more and join the classes in the Facebook group: SASSE Yoga.

### *SASSE Martial Arts*

Have you ever wanted to kick like Jackie Chan or Bruce Lee? Or just wanted to be stronger and more confident? Then SASSE Martial Arts is perfect for you. You can try different kinds of martial arts, with talented instructors from our school. Come and join us, and check out our Facebook Page: SASSE Martial Arts!

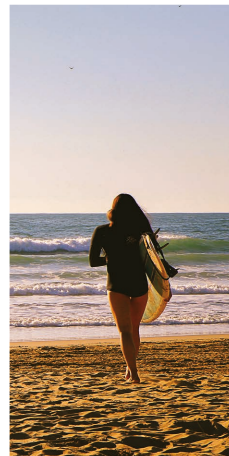
### *SASSE Hockey*

Every winter when the snow starts to fall, many of SSE's hockey fans gather at Vasaparken for a weekly game of outdoor hockey. Experience ranges from the highest junior levels to beginners and even first-timers. Games are played with one focus: to have fun! Are you a former player, hockey enthusiast or just curious about skating? Doesn't matter! We encourage everyone to join, no matter background or hockey level. For more info, please join our Facebook group: SASSE Hockey. Winter is coming, are you ready?!



### *Surf Trip*

Do you want to ride some waves with us? Chill out in the sun, go for a run, or why not just have some fun? Come with us and experience the biggest and most exciting trip of the year with your new and old friends from SSE. "Salty waves, exotic drinks and the best beach parties" - does this sound appealing to you? Join us!



### *Swimming Society*

Are you interested in swimming? If your answer is anything but no, the Swimming Society is here for you! Whether you are a beginner, professional or just stumbled across "10 reasons to date a swimmer", you are more than welcome! We practice, talk swim sport and are offered to go to the national student championships. Find more information about us at our Facebook page: SASSE Swimming. Hope to see you there!



### *SASSE Deep Work*

Work your body and calm your mind! Deep Work is a functional workout based on the principles of Traditional Chinese Medicine and follows 7 different energy phases throughout the class. High Intensity Training and isometric strength exercises alternate with Yoga-like movements. Every exercise is presented at different levels so Deep Work is literally for everyone. We have a weekly session and you can join in anytime you like. But be ready to sweat - Deep Work is not as calm as you think! Find out more at Facebook: SASSE Deep Work.

### *Handels Traders*

Like a tough and fun challenge? Then Handels Traders is your new family. Here you can try American football at a level that suits everybody! If you want to fight for SASSE just like in Sunday Night Football, do not hesitate to join us! Find more information about us at the Facebook page: Handels Traders. What is pain?! French bread!

### *SASSE Tough Viking*

A thousand years ago the vikings came sailing from the north with iron, fire and blood to take whatever they desired. We're pretty peaceful in comparison but if you've ever wanted to push yourself to your physical limit, this is the perfect opportunity for you! We're a group of students who together practice for and run the challenging Tough Viking race in Stockholm as a team! Find more information about us on Facebook: SASSE Tough Viking or on Instagram: sassetoughviking.

# THE ENTERTAINMENT COMMITTEE

The Entertainment Committee (PU) simply organizes what students will remember in 20 years, but have forgotten the day after. Our mission is to enrich your time at SSE with several parties and "sittningar" as well as spread some red love all over the school. PU is the Student Association's oldest committee and was founded as early as 1921.

My tip to you is to involve yourself as much as possible in the introduction as you will have the opportunity to meet friends that'll be your friends for life. We mix old traditions with new ideas to make sure that you experience the same (but better) parties as people who went to the school decades ago. We organize events such as the Gasque, Zilliz (You have to be there to experience it), the Christmas Ball, the Anniversary Feast, the Summer Party and much, much more.

Since 1921, generations of masters and marshals have both organised fantastic parties and partied fantastically. We are a small committee and that generates a strong community. The friends you get through PU are friends for life. Look out for the red overall!

*Oscar Dieden*

Klubbis (President of the Entertainment Committee) 18/19





*IFS, Gasque & Zilliz*

When you have studied your first months at SSE it's finally time to be perpetuated into the SASSE community. How do you do it? Well, you start by surviving the Gasque weekend. The ceremonial Master Gasque kicks off the weekend and is followed by the IFS, a grand traditional pub! Hold onto the tuxedo and bow tie! The boldest of souls then gather at lunch on Sunday to have the party of parties: ZILLIZ! Cucumber slices in the ceiling and guests from Finland - come and experience the life of life!



*Dödsrycksveckan*

When the SASSE year runs out in February, old talents are replaced with new ones. Make sure to have studied properly before this week. To celebrate the Student Association on Monday, Wednesday, Friday and Saturday one must be a real fighter. Get yourself a good laugh during the Roast's tribute to the outgoing SASSE Board, join the Omfest and re-party a party you missed or just want to redo. Friday's solemn Anniversary Feast offers a magnificent feast and it will naturally be followed by a ZILLIZ!



*The Summer Party*

The exams are over and you have finally passed your first year as a master at SSE! Do like the rest of the school and a lot of others students from all around - attend the Summer Party. Over a thousand people will party the night away to celebrate an upcoming summer of freedom. While there are artists performing on the stage, you can enjoy cold drinks and dance along. There will be no worries and life will be wonderful! Going to the Summer Party is the best way to start your summer as an SSE student.

### *The Winter Ball*

What is a perfect way to celebrate the completion of an intense fall semester? Of course going to the Winter Ball! This is one of our most graceful events of the year. You can't miss this for anything in the world.

### *Vårsitz*

The sun shines, trees are blooming and it's time to celebrate spring after a long, dark, Swedish winter! This fantastic event is one of great secrecy. You never know how spring will be celebrated... But one thing is for sure - it comes in perfect timing and you do not want to miss this event!

### *Other*

In addition to these festivities, your time at SSE will be constantly filled with smaller but oh so fun festivities. Anyone who wants to have a great time, will definitely get their fill. But do not worry, you are in safe hands!



# THE IT COMMITTEE

The IT Committee is responsible for SASSE's IT environment. This means that we take care of the SASSE website, [sasse.se](http://sasse.se), and that we ensure that the members of the organization are working with the technology that fits their work the best.

In addition to these responsibilities, we arrange events to capture the students' interest in IT. These range from various workshops to more relaxed gaming events. Within our committee, you will always have the opportunity to both develop your skills and interest in the digital world as well as relax with entertainment and fun!

The IT Committee room is the living room of SASSE. Our recently renovated room at Saltmätargatan is the perfect place for a study break where you can play some games on our new power-rigs, watch series on the TV or just hang out with your friends. Give it a try, you will not be disappointed!

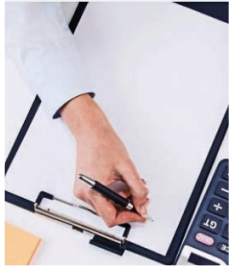
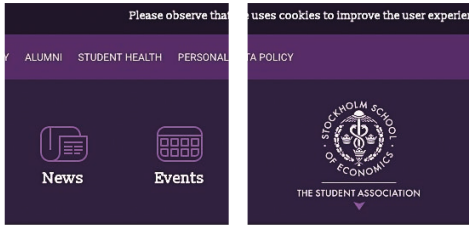
See you this fall!

*Martin Unger*

President of the IT Committee 18/19







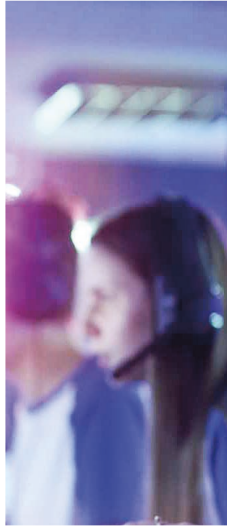
### Sasse.se

The student association's website, [sasse.se](http://sasse.se), is the SSE student's best source of information regarding all projects and activities within the association. The IT Committee administers and develops the website together with the rest of the organization. If you are interested in website development or web design, we would love to have you in our team!



### Learn 2 Code

This is a project for newcomers who would like to learn about the magic behind today's technology. The educational workshops are held by students with a passionate interest in coding. No previous experience is needed!



### Gaming

The IT Committee cannot imagine living in a world without computer and video games! We make sure that all SASSE members can play their favourite games all hours of the day. There are tournaments happening regularly and you can always find someone who is up for joining your game. Come and try our high-end computers or one of our video game consoles!



### eSport

The IT Committee also offers the possibility to join and create SASSE eSport teams! If you are interested in competing in a certain game, join the existing SASSE team or create it yourself if it does not already exist.

*Your future starts here...*



Your career is just that; yours. You choose it. You live it. You make it happen. To get the best from it, you need the best opportunities. That's why opportunities are at the heart of a career with us. Opportunities for you to grow as an individual, to build lasting relationships and make an impact in a place where people, quality and value mean everything.

What are you seeking in your career?

PwC Advisory is growing and we are looking for new talent to join our teams within Management Consulting and Corporate Finance.



Find out more and apply at [www.pwc.se/student](http://www.pwc.se/student)

# THE MEDIA COMMITTEE

Here, we are all about communication and creativity. If you are passionate about or happen to have the slightest amount of interest in design, communication, photography, filmmaking, journalism, radio or anything else along those lines – then MedU is the right place for you! Do not worry about not having any prior experience, we have plenty of students who are more than willing to help you out. Remember, even the best photographer began without knowing how to even start a camera. On top of that, we provide the opportunity for you to grow your interest and develop your knowledge within these areas through several engaging workshops. There are therefore plenty of chances to learn!

I and all the fantastic people involved in MedU welcome you with open arms and are keen to show you how much fun we have together here. We photograph, write scripts, design magazines, produce films, record podcasts, organize company fairs, host our own TEDx Talks events – and a thousand of other creative and fun things. To summarize – the Media Committee makes sure to create and document the best times of your lives at SSE and in SASSE.

Feel like something is missing? We are all ears to hear about your ideas, whether it's about improving a current project or coming up with a new initiative! I haven't even mentioned what might be considered the best thing about the Media Committee, our very own Nintendo Wii that lets you challenge and beat your friends over a few (many) games of Mario Kart.

Other than that, the Media Committee has the incredibly important role of overseeing SASSE's communication on all platforms, for example, the website and Facebook pages. In essence – MedU makes the student association more beautiful, more fun and more well-known to the rest of the world. You can find us in our creative headquarter that is the MedU-room at Saltmätargatan. Why don't you walk up our proud staircase and check out what we are all about.

*Emma Perlelin*

President of the Media Committee 18/19





## M2

Oh, how wonderful! A fair completely devoted to media, marketing and PR. M2 is one of the associations' most creative projects. During three days in spring, the atrium is filled with all kinds of firms within the industry and students are let to be inspired to follow their dreams within media and marketing. Interesting chats on the fair floor are combined with exciting lectures. The M2 fair comes to an end through an spectacular banquet where everyone is welcome – who could say no to that? Check out [www.m2.sasse.se](http://www.m2.sasse.se) in order to see what it was like last year!



## Minimax

Minimax is one of the association's proudest and most tradition-bound projects. In this magazine, you can read all about the happenings at SASSE. Minimax is the associations very own magazine published four times a year. The best part? Contributing is easy. Whether you're interested in writing articles, taking pictures or designing a spread – no contribution is too small or large – there is always room for more! Contact the editors in chief at [cred@sasse.se](mailto:cred@sasse.se).



## TEDxSSE

TED Talks hosts some of the most inspiring lectures and speeches from all corners of the world – all with the same basic idea of "Ideas worth spreading". TEDxSSE is our contribution to this ideology and belief! We've had famous Swedish names such as Alexander Bard and Renata Chlumska joining us on



stage, making it an unforgettable event. Each year, a student at SSE is chosen to be the Student Speaker and therefore gets the chance to have their own talk at the event. Watch the videos from all our previous TEDxSSE by visiting [www.ted.com](http://www.ted.com). Come, join us with an open mind and let yourself be inspired!



## HandelsTV

HandelsTV are SASSE's very own movie-makers who do whatever they feel for and produce films for all occasions! Short clips, sitcoms, "inprings-filmer" or documentaries – the sky has no limit for HandelsTV! For every new movie, the creativity and the wittiness exceed the previous expectations. Want to see what they're all about? Check out [www.vimeo.com/me-diacommittee](http://www.vimeo.com/me-diacommittee)



## Fokus

Fokus is SASSE's photography society and is open for everyone. Fokus takes care of the photographing during all events and parties at SASSE, making sure it all gets documented. Throughout the years, they have provided countless of students with new profile pictures. If you want to experience SASSE thoroughly, and at the same time contribute, join by sending an email to [fokuspres@sasse.se](mailto:fokuspres@sasse.se)!



## Radio Kaos

Podcast, news show, radio theatre... Radio Kaos has been many things already and it could be anything in the future. Currently, it's SASSE's very own podcast which has existed in various formats throughout the year. Here, interesting interviews are perfectly combined with laid back discussions and hot topics of the month. You can never be sure of what's next to come!



## Workshops

Several times a year, MedU organizes workshops within InDesign, Photoshop, photography, filmmaking and much more. Our projects are not solemnly aimed for those already with a complete skill set, but also for those who are just curious and eager to get the hang of these creative tools. Stay on the lookout, workshops will start to emerge already at the start of September!



**ENGAGE  
EVEN MORE**

# HANDELSDAGARNA

Welcome to SSE, SASSE and Handelsdagarna!

This is SASSE's largest annual project involving more than 150 students. Handelsdagarna is a career fair which purpose is to be a meeting place for students and employers. The project is in every aspect an event created for, and by, students at SSE.

Seize the opportunity to get to know new students and work together to create an inspiring career fair for both companies and students! The application for Handelsdagarna's Project Group will be open in the beginning of the semester this fall.

Read more about Handelsdagarna on our website [handelsdagarna.se](http://handelsdagarna.se) or visit us on Facebook and Instagram for more information.

We look forward to seeing you this fall!

*Ida Tennartsson & Elvira Ekberg*

President and Vice President of Handelsdagarna 2019



# HANDELSSEXET

What could Handlesspex be? It may be hilarious or just too... spex-tacular!

Spex is the result of long, creative, sometimes funny and unforgettable work with makeup, costumes and decor. Nights spent with songwriting and recording as well as editing of movies and an endless howling spirit of choreography and practice.

A Spex is no ordinary boring theater. Audiences do not just sit and stare, they participate loudly through the entire show!

But perhaps the most fun is the on- and behind the stage. With, what is probably the world's most wonderful bunch - it's sometimes quite funny, actually.



# CEMS CLUB STOCKHOLM

Hej!

A very warm welcome to all new Master students from the CEMS Club Stockholm (CCS)!

The CCS represents all CEMS students, both home and incoming students from our partner universities, studying at SSE.

During the semester, we organize a variety of social and corporate events such as a soccer tournament with refugees, company visits, mingle events with alumni, Cantus nights, BBQing in Stockholm's Archipelago and many more. For the upcoming year, we have a lot in store for you to make your CEMS experience at SSE unforgettable! For more impressions visit our Facebook page: [www.facebook.com/cemsclubsse](http://www.facebook.com/cemsclubsse).

If you feel like enjoying yourself with the CEMSies at SSE, lending a helping hand or getting to know more about the CEMS Master program, make sure to get in touch with us by joining our events or contacting us directly via Facebook.

Have a great start in Stockholm!

*Sandra Herzog*

President of CEMS Club 18/19



# FRIEDMANS APOSTLAR

Friedmans Apostlar is the student choir at the Stockholm School of Economics. Once you join Friedmans, a door of opportunities will open up and you will get the chance to be a part of a project with a lot of fantastic traditions and bucket-list worthy gigs. With Friedmans, you will be able to hang out, party and travel with people from all courses and programmes. We perform at a variety of different gigs, which include singing for Nobel Laureates, performing at SSE graduation ceremonies and singing at the offices of companies such as Spotify and Google during Lucia. We also go on a yearly, legendary rehearsal trip abroad to destinations such as Montenegro and Istanbul, as well as a wonderful rehearsal weekend in Stockholm's archipelago.

You do not have to be able to read music or a trained opera singer. If you love to sing, then join us for one of our open rehearsals in the beginning of September!

Welcome to SSE!  
Vinum et musica laetificant cor

*Emma Hamre*

President of Friedmans Apostlar 18/19





# 180 DEGREES CONSULTING

180 Degrees Consulting is the world's largest non-profit student-driven consultancy. Our mission is to strengthen the ability of socially conscious organizations to achieve high impact social outcomes through the development of innovative, practical and sustainable solutions. As the third branch founded worldwide, the Stockholm branch is based at SSE and has been up and running since the fall of 2008, with its first projects in spring 2009. So far, it has employed over 300 students in projects for a range of organizations including Save the Children, Reach for Change, and Norrskan, as well as start-ups such as Språk i Vården, Kompis Sverige, and Peppy Pals.

Every semester, we offer SSE students the possibility to engage in our organization in various roles. This gives you the chance to gain valuable work experience in consulting, to positively contribute to society, and to connect with like-minded people from various universities in Stockholm. For this cause, we cooperate with a top tier consultancy firm, receiving mentoring help for consultants, project managers, and board members. Our application period takes place at the beginning of each semester. Stay tuned for more information. Check out our website (<http://180dc.org/branch/stockholm/>) and reach out to us via email ([stockholm@180dc.org](mailto:stockholm@180dc.org)), on our Facebook page if you have any questions!

*Jonas Hollacher*

President of 180 Degrees Consulting Stockholm Fall 18



## *The Board*

The Board is the center of the organization. We are in charge of the client and mentor relations, strategic development, marketing management, recruitment, financial health, and operational excellence of the organization. Each semester we map the operating schedule, get the clients and students on board, organize learning sessions and ensure the quality of the final deliveries to the clients.



## *Project Managers*

Each project group is led by one project manager and four consultants. Our working language is English and the weekly workload is estimated to be 7 hours on average. The position of the project manager offers a great opportunity for students who are self-motivated, want to gain first-hand leadership and project management experience. Constant interaction with the board, consultants, clients and mentors not only means great responsibility, but is also a chance for self-development.



## *Consultants*

The consultant position offers hands-on consulting experience for students who are both professionally driven and socially concerned. They will get the chance to perform their own analyses, interact with the clients and receive advice from mentors. We do not require prior consulting experience but welcome motivated students who want to engage themselves socially. It is a perfect starting point to gain experience in consulting.



## *Mentors*

Our mentors are consultants from a top tier consulting firm with several years of working experience. Project teams will have periodic mentoring sessions and skill seminars throughout their project. This is fostering the students' development, set of hard and soft skills, and adds additional value to our clients.

# STUDENT NOBEL NIGHT CAP

In 1978, Mats Nyqvist, a young student at Stockholm School of Economics, had the brilliant idea of not letting the Nobel laureates go home after the Nobel banquet. Therefore, he organised the first Students' Nobel NightCap, where he served his few guests pyttipanna and snaps.

Today, 40 years later, Students' Nobel NightCap is the most prestigious after-party in Sweden and the largest project within SASSE. With over 300 students involved in its creation and +1500 guests ready to experience the magic, it is safe to say it is a night to remember!

The four main universities in Stockholm take turn in arranging this event, so the party only comes to SSE every fourth year and since we are celebrating our 40th jubilee in 2018, this is your chance to leave a legacy!

Warmest of welcomes,

The Students' Nobel NightCap Committee 2018



# EFFECTIVE ALTRUISM

Effective Altruism (EA) is a project under the International Committee and a new and exciting society in Sweden and at SSE. The EA movement was started in the UK and provides a platform to discuss solutions to global issues.

In this past year, we have organized movie screenings related to poverty and artificial intelligence, followed by interesting and engaging discussions. We played a giving game and debated over the effectiveness of different charities as well as discussed the causes of charitable giving with behavioral economist Tore Ellingsen. Through a book club, we learned how to approach pressing issues in the most effective way. Finally, we ran a career workshop series for students at SSE, giving them a framework to maximize the social impact of their career.

Being part of the EA society gives you a great opportunity to meet the most influential people in the field through our association with some very renowned institutes in Stockholm. Last year, one of us got to meet Melinda Gates and discuss challenges in global health. Another one met the Director-General of the WHO and discussed health in the context of the Sustainable Development Goals.

However, these are just examples of what we have done in the past. If you are interested in having a positive impact in the world, the EA society is a great place to start and the perfect platform to take your interests further!

Effective Altruism Board 17/18



# STOCKHOLM SCHOOL OF ENTREPRENEURSHIP

A Community of Curiosity!

Stockholm School of Entrepreneurship (SSES) is an interdisciplinary platform connecting the top schools in Stockholm with the aim of providing students with education, training and inspiration in applied entrepreneurship. SSES member Universities are Karolinska Institute (KI), Royal Institute of Technology (KTH), Stockholm University (SU), University College of Arts, Crafts and Design (Konstfack) and Stockholm School of Economics (SSE).

As a student at Stockholm School of Economics you are part of SSES and are welcome to participate in our courses, workshops and events.



STOCKHOLM SCHOOL OF ENTREPRENEURSHIP

## *Courses*

SSES courses are offered at BSc and MSc level and can be counted towards your degree. We offer 20+ academic courses throughout the year on topics such as:

- Ideation – Creating a Business Idea
- Business Model Innovation
- Trendspotting and Future Thinking

## *Workshops*

Through our hands-on workshops you can expand your entrepreneurial toolbox. Workshops are offered throughout the year on topics such as:

- Designing your Life
- Building an Innovation Strategy
- Conscious Communication
- Active Decision-making

## *Bootcamps*

A couple of times per year we arrange week-long immersive international bootcamps in collaboration with some of our world-class academic and corporate partners. Previous bootcamps include:

- Trendspotting in India 2013
- Postdisciplinary in New York 2014
- Design in Hong Kong 2017

Make sure to visit [sSES.se](http://sSES.se) to stay updated on recent events and offerings.

# CONTACT DETAILS

## MASTER INTRO 2018

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## SASSE

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Sveavägen 65  
113 83 Stockholm

### *Sasse Secretary*

+46 (0) 70 421 77 10  
[karsek@hhss.se](mailto:karsek@hhss.se)

Opening hours: 9:00-16.00

## SSE

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Box 6501  
Sveavägen 65  
113 83 Stockholm  
+46 (0)8 736 90 00  
[info@hhs.se](mailto:info@hhs.se)

An accessible entrance to SASSE and SSE is located at Bertil Ohlins gata 5



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THE STUDENT ASSOCIATION