

Cian O'Donnell

#StudentOfKBS

"When I graduate, I'll have a degree with a module combination completely unique to me, playing greatly to my strengths and my future prospects"

**Bachelor of Arts in
International Business**



What was your first impression of the University of Limerick?

I am from Limerick, so I grew up around UL.

It was always a place which I felt embodied the beauty of Limerick. You could take a scenic walk along the banks, attend a riveting rugby match or go for a swim in the arena pool to unwind.

Following on from that, entering as a first-year student I was fortunate enough to see the university in a new light. Not only could I appreciate the fine architecture and structural beauty of the campus, but I could recognise the University as an academic tour de force and all it represents. UL wears the Limerick colours well.

Why did you choose the BAIB in the University of Limerick?

Choosing International Business was a clear decision for me. There were many other University options with various streams that appealed to me but UL's BAIB degree ultimately felt like the best fit for me.

BAIB offers a unique opportunity for students to tailor their course of study to their own interests, while also gaining a year of study and work placement abroad. Each semester you are given an option of selecting various modules. This differs from other degrees as your path is more dependent on you and your personal preferences. This appealed to me because I knew I wanted to stay within the Business discipline and reap the rewards from studying at the prestigious Kemmy Business School yet also still have a bit of elbow room. Additionally, I still wasn't entirely sure on which stream of Business I would like to branch off with, so I chose them all!

The BAIB allowed me to explore more in detail areas that came naturally to me, Marketing and People Relations for instance, whilst simultaneously giving me the opportunity to improve my French language skills.

When I graduate, I'll have a degree with a combination of modules completely unique to me, playing greatly to my strengths and my future prospects.

What business area did you specialize in and why?

My selection of modules was quite broad for the first few semesters of BAIB. I wanted an extensive experience in my early semesters yet quickly found that my strengths were in the Marketing and Communications modules.

Studying modules such as Consumption and Consumer Culture homed in on my love for English and creative writing, something I didn't necessarily think I would get to utilise in my studies. I also found a keen interest in Organisational Behaviour and Business Operations in the International Management and Change Management modules. I'm lucky that I can continue to study this fusion of Commercial practices.

Where did you go on Erasmus?

UL does a great job of offering the Erasmus programme to students. I was excited to be accepted into Toulouse Business School in France for the Erasmus programme. I really wanted to improve my French and I felt that the best option would be to immerse myself into the French culture. Unfortunately, due to the pandemic the Erasmus programme was cancelled for our year group. It was, of course, disappointing but the priority of student safety expressed by the University was highly respectable.

In lieu of the physical Erasmus exchange, the French department organised a virtual exchange with the students of EM Strasbourg Business School. We had the opportunity to engage with the students from Strasbourg and collaborate on a variety of different tasks. It was a positive experience and appropriately highlighted the resilience of UL through the pandemic.

Where did you work for your co-operative education (Co-op)?

As I write this I am currently in Rotterdam, the Netherlands on my Co-Operative Education placement. Even with the trials and tribulations of Covid-19, the BAIB class were still given the opportunity to complete their placement internationally. This was important for me as I wanted to venture outward and experience new cultures, meet new people and see new places. I'm working as a Business Development Intern for a company called TriGlobal. My time at TriGlobal thus far has been extremely enjoyable and educational. TriGlobal conducts various marketing activities within the moving industry and at a global scale. I am so grateful for the opportunity to work with such a diverse and knowledgeable team. TriGlobal is rich in various cultures spanning from all around the globe. Additionally, in my role I am able to speak with partners from all over the world, improving my professional and personal skills by capitalising from TriGlobal's excellent collaborative culture.

What are the benefits of doing Co-op?

I think there are a plethora of advantages that come from UL's Co-Op programme.

Firstly, there is the professional development aspect. For most of us, this is our first professional role, and we experience everything from the recruitment process to the exit interview. We gain a comprehensive view of how this world works which will be beneficial as we progress in our careers.

We also learn the basic skills required to be competent in the workplace, gaining an idea if we would like to continue along this line of work in the future. Secondly, I think that the personal development that occurs during Co-Op is paramount to us students at such a vital point in our lives.

Personally, I know that my interpersonal skills have improved leaps and bounds since my induction week. You gain a greater idea of how to communicate effectively with others and how your actions imminently contribute to a shared goal.

I am sure all of this experience will stand to us after graduation.

What was your best memory of UL?

Rag Week 2020 certainly stands out for me. It was such a well organised, vibrant, and collaborative experience for the entire student body. I was able to spend the week with the amazing friends I met in UL! Little did we know what would await the following weeks, still I remain so grateful for the experience and hope that Rag Week 2022 will prove similar at some capacity.

What career are you aiming to have in the post-university?

I know I want to work with people post-university. I enjoy being innovative and taking the lead on projects. I would like to pursue Management Consulting, with a focus on people and organisations.