



## **Evelyne Mancassola**

### **BAIB Student 2024**

My name is Evelyne Mancassola and as a fourth-year student pursuing an undergraduate program in International Business at the Kemmy Business School, my journey at the University of Limerick has been nothing short of transformative. I have a huge passion for marketing and entrepreneurship where UL has provided me with an enriching academic environment that has nurtured my interests and fuelled my aspirations.

Throughout my time at UL, I've delved into a diverse array of modules spanning marketing, management, entrepreneurship, and accounting. These modules have equipped me with a robust skill set and a comprehensive understanding of the dynamics of the business world, laying a strong foundation for my future endeavours.

One of the highlights of my academic experience at UL was the opportunity to embark on an Erasmus exchange program in Sweden for four months. This invaluable experience broadened my horizons, exposed me to new cultures, and enhanced my global perspective. Additionally, my eight-month placement abroad in Luxembourg further solidified my academic learning, allowing me to apply theoretical knowledge to real-world business scenarios. These experiences have not only enriched my academic journey but have also instilled in me a sense of confidence and resilience.

I am immensely grateful for the opportunity to serve as a Kemmy Business School Ambassador, where I have had the privilege to showcase the exceptional business courses UL has to offer and share my passion for the university with prospective students. Being able to inspire others and contribute to the UL community has been an incredibly rewarding experience.

UL has fostered a culture of creativity and innovation, encouraging me to think outside the box and explore my entrepreneurial instincts. It is this environment that inspired me to pursue my

dream of establishing my own business - The Poppy Cup Coffee House in Adare. UL provided me with the tools, knowledge, and support needed to turn my vision into reality, and for that, I am profoundly grateful.

In essence, my journey at the University of Limerick has been an enriching and transformative experience. From academic excellence to unparalleled opportunities for personal and professional growth, UL has truly empowered me to become the best version of myself. I am immensely proud to be a part of the UL community and am excited to see where this journey takes me next.