



University of Wales Trinity Saint David London Campus

Community Engagement LCBB4002

Name of student: Shafrina Jauffar

Student ID: 1713417

Name of lecturer: Y. Kumar

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Reflective report

Introduction

As I have completed the first semester of first year, I was benefit from various things from the lectures and lessons. The major obstacle I found in my last semester was the assignments, specially report writing as I did not have enough experience in writing reports as well as the structure of a report. In-between the assignments, presentations and reports I enjoy my carrier and lectures. Though I feel lucky for being taken part in 'Community Engagement' module because it is different from my all previous studies. It helps me to gain knowledge about the business world and general, current status of our society and across the world.

Kolb's Learning Cycle

Kolb's Learning Cycle is one of the famous theory which was introduced by Kolb which is used to argue or explain about an experience and what we learnt from it. The theory consists of four stages. They are:

Experience:- something what we do

Reflect:- we think about what we did

Conceptualise:- generate a hypothesis on our experience

Plan:- test the hypothesis and bring a conclusion

Honey and Mumford Learning Model

It was designed by Honey and Mumford. Honey and Mumford learning model is another famous learning model like Kolb's. This model consists:

Activists, Reflectors, Pragmatists and Theorists. This learning model is little bit differ from the previous learning cycle:

Have an experience

Reflect on that experience

Make own conclusion

Make the theory into practice

Structuring reflection on the assignment based on Kolb's learning cycle

This reflective report is focused on the first assignment in Community Engagement module, it was a report writing with two thousand words on any business organization and my report was about the one of the most famous organisations across Europe, yes it is LIDL supermarket. My report included the vision, mission and values of the organization, SWOT and PESTLE analysis on LIDL Retailer, details about the office types, employees and their roles, how the staffs are trained and motivated, the future plan of the organization and etc. here I have made the reflective report based on Kolb's learning model.

As this was my first assignment in the first semester in my very first year, I was extremely anxious of finishing the task on time. First of all, I discussed with the lecturer regarding the assignment and got a clear picture about the objectives about it and what were expected. Then I started gathering information about the specific business organization. To collect the information I referred some books, newspaper articles, journals and websites. Reading many resources helped me to got into that organization and had a common idea about the LIDL supermarket in my mind. In this step the official websites of LIDL did a great job than other resources. But at the beginning I was struggle with finding the reliable websites and information. When I read more and more easily I was able to categorised the gathered information. Apart from this, the e-books guided me how to do an effective report writing successfully. Online library facility of University of Wales Trinity Saint too supported

me through out the task. In addition to these I needed some other information, and those were gathered by visiting a LIDL store near my residence. In their I interviewed some staffs of that organization. They treated me in a very friendly manner and clearly explained me the roles of the employees in different positions like Area Manager, Duty Manager, Shift Manager and etc. They had various offices for different purposes like Head office, Regional office, HR, IT and etc. the functions of each were different from one another and this scenario too well explained to me. Face to face interviews and discussions with the staffs had very good impact on me. Not only that rather than browsing in the internet, physical visit to LIDL grant me a chance to grab a lot more things about their well management, quality of products, reasonable price, the offers and discounts provided by them, good customer service and well organised parking system.

Next step was making the draft for the assignment in a proper way, including introduction, body, conclusion and references. The history, structure, vision and mission were included in the introduction paragraph. The analysis, employee part and the rest were put into seperate paragraphs in the body part of the report. The gathered information were put in suitable paragraphs as jotted notes with their reference. I found that making notes was really helpful for me. All the information I had marked was not suitable yet, they gave me a clear picture about the organization. We were asked to include two theories, SWOT and PESTLE. Our university lecture and the group discussion we had there gave a great support to reveal my idea on that topic.

About five days before the submission date I started to type my report. A notebook was used for typing and a flash drive was used to transferred the completion report by time to time. Additionally I sent the typed document to my smartphone as I was scared of losing my work. When started typing I was struggling with paraphrasing in some places. Along with it expanding some key ideas was hard for me. Almost the last part of my report body was about the awards won by LIDL supermarket, when I moved with this matter I was admired about its great achievements. Besides their future plans were very impressive and by my research I assumed that they are reachable with the support of their dedicated employees. Significantly I realised that my typing skill, paraphrasing, critical thinking and time management were developing day by day. Actually it boosted me to carry on my work happily.

In this project I was my own leader, I guided myself plus motivated myself but the time when I faced some difficulties and new ideas I wished that it could be a group project. Because while working in a team we have members from different level of knowledge and skills so in my point of view it is an ideal chance to gather all the opinions and come out with a better product. In case of such individual project, we do a lot research and spending more time in a particular subject. So finally, in my experience I analysed that the individual projects give me everlasting knowledge in the particular subject that the group projects.

When I moved to the conclusion part, I had to spend more time there. Since, I had to summarize the whole report as well as to add my own ideas and opinions regarding the function and future plan of the organization. The last part of the assignment that remained was references. We were asked to used Harvard referencing method. I was not able to quote sufficient references in text in case of not having enough time. The jotted notes make it easy for me to quote in-text citation. To make the reference list according to Harvard method, a book which was updated in the UWTSD moodle supported me a lot. Finally I read the report and did some editing. Necessary points were added while unnecessary were deleted. The report writing came to the finishing touch.

By this LIDL report writing I learnt more and improved my knowledge plus skills. Really I was not familiar about LID, its structure and so on but this assignment gave me a wide details on that organization and their management, ways of training and developing the employees shows a path to build-up myself. Specially I received a brief idea on developing a business organization. The date of

submission and deadline pressure helped to manage my time efficiently. Among many things, it taught me how to prioritize and organize.

I had a good understanding of SWOT and PESTLE analysis through the project as it has been helping me to evaluate my strengths and weaknesses. And helping me to do required changes in myself. By doing such projects, they polish up our grammar, spelling, reading and writing skills. Apart from theories and books, it connected me with the outside world.

It revealed my strengths and weaknesses which were even unknown for me. Yes, I found that I was self-regulation, patient, searching for opportunities and hard-working. In addition to these I found myself as a well-organizer. In a short period of time I was able to organize my task in an effective manner. On the other hand I was not much good at time management, I need more improvement in managing time. I am happy to say that this assignment did an excellent job in analysing my positives and negatives.

The biggest hurdle in my assignment was the technical error in my notebook as it was not started some times, it annoyed me. Luckily my smartphone gave me hand in that critical moment. Moreover few things which went wrong were, I could have done more in-text citation which would have scored more marks for me. And the introduction could be more detailed than what I did with the facts related to the history of the organization. I could have started doing the assignment earlier then it would have given me more time to refer more and to have a reference list with many references at the end. Above are the few things that I have to correct in my next assignment work in the future.

The mistakes I made and the things that went wrong in the assignment taught me a good lesson and gave me a very good experience to get rid of such things in my future work. In my future assignment I am willing to refer more printed books than the online websites because the articles which are found in online were hard to find out the accuracy and reliability of them. I prefer to meet more experienced and talented people in the specific field to release a better outcome in the future also always share and save the work in more than one memory units. In case of any technical error it might be helpful and time saving. I will spend more time in referring and gathering information than the time spent typing. As well as I will give more attention to grammatical structure and spelling.

Conclusion

In conclusion, I would like to say that report writing on an organization by saying that I am really grateful for given me an opportunity to involve in it because strongly I can say that overall outcome of my community engagement assignment is a great success for me both in present and future. End of this journey I achieved a lot and I learnt a lot. The first thing is this has become a foundation for all my future carrier. I identified my weakness and trying to change it into strength. Not only that but also the discovered strength can be developed more. To be honest, I did not have any idea about the structure and the management of a business organization but at the end of this project I am blessed to have a broad knowledge about them. 'English is the language of Business', Undoubtedly the assignment gave me chance to polish-up my English language as well.

As a Business Management student, I am such research based assignments are most important to improve ourselves in business field. This module claimed to give students the opportunity to involve in the field of business with essential knowledge. Communication, listening, reflective thinking and decision making are some skills that this module will develop in myself and ultimately lead to gain success in my business in the future.

Reference

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