



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

SUBJECT NAME : ENTREPRENEURSHIP

SUBJECT CODE: LCMB7004

LECTURER :JAYALAKSHMI GOPALKRISHNAN

COURSE : MBA GENERAL MANAGEMENT

STUDENT NAME: MOHAMMED MIDLAJ PONNADAN KARIMBANAKKAL

STUDDENT ID NO: 2131208

REFLECTIVE PROCESS

Introduction

The process of reflection delivers benefit to both professional and personal aspects, by enabling individuals to identify, and concentrate on planning and developing future experiences. The process of reflection facilitates the generation and refinement of ideas pertaining to a limited number of ideas in need of improvement. Reflecting on a situation and experience will help in identifying and learning things from what has happened and to move forward. Diverse models and descriptions are existing that are capable of describing the engagement of an individual in the reflective practice of ones own experience. This include ERA cycle, Kolbs model of reflection, Driscolls what model and Gibbs reflective cycle. In this context, Gibbs model of reflection will ne utilised to analyse the process that was occurred during the group presentation process. Gibbs model of reflection is explained through six different stages that are description, feelings, evaluation, analysis, conclusion and action plan (Adeani et al., 2020). A diagrammatic presentation of Gibbs reflective model is given below.

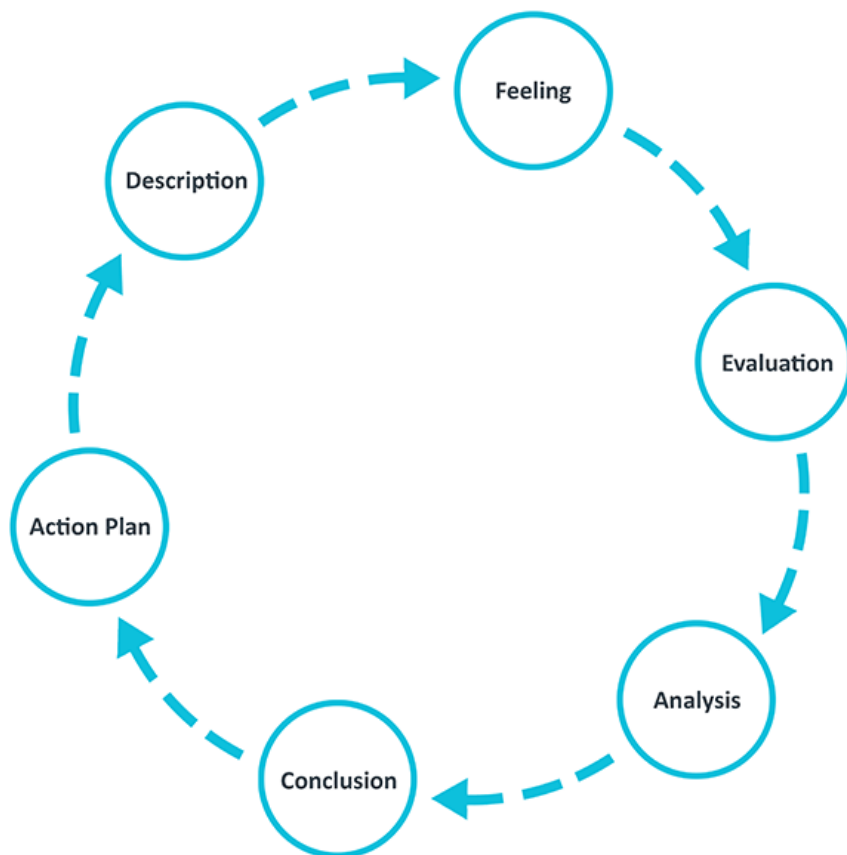


Figure: Gibbs reflective cycle (Adapted from The university of Edinburgh, 2020)

Description

The stage of description in Gibbs reflective cycle involves an explanation of the situation under consideration. This involves different factors of the situation such as what was it, how did that happen, and how was it developed. In the present scenario, the task at hand pertains to delivering a group presentation on the topic of a failed SME, as a part of entrepreneurship module. As a focus subject of this presentation, our group has chosen Farm drop UK, which was identified as a failed or unsuccessful SME. The presentation included several aspects of the functioning of this organisation, through analytical tools such as Porters five force analysis, PESTLE analysis, and 8Ps of marketing mix. I had chosen the section critical analysis of the failure of this particular firm. For a comprehensive understanding of the issues and challenges faced by the organisation I further divided my section into 8Ps of marketing mix model in context to Farm drop UK and factors that led to failure of SME. I had to spend a good quality of time in finding out the relevant details that led to failure of this firm. As a first step I had to study about the 8Ps marketing mix model and significance of each of its components in the organisational performance. I went through various online resources and articles regarding this model and the organisation that I have focused on. We were required to deliver the presentation as a group and I have contributed my part well.

Feelings

Feelings as the name indicates explains the feelings and emotional aspects of the individual going through the situation. In the present situation, that is a group presentation, I was relaxed initially, because I was confident that I can do my part well. But when I started the research into this topic, there were various aspects that I had to study in depth and develop further understanding to execute all the details into a comprehensible manner. This made me to be stressed about the section I chose. But I was able to gather enough details which helped me to do my part well and to prepare about that in a better way. But overall, I am happy with what I could contribute to the team.

Evaluation

This reflection model's evaluation stage assesses what went well and what did not work out well in the specific situation. On the other hand, it could be considered as the examination of advantages and disadvantages of the situation. When I assess the situation, everyone had put

efforts to make the overall presentation better. This is recognisable and appreciated. In contrast, being in a group also led to certain modifications that was unexpected and also changes had occurred in terms of time allotted for the preparation of the presentation.

Analysis

The analysis stage goes deeper to determine why some things happened according to the plan, and why some did not. Since the presentation was in a group, I think the process called Groupthink has a role in the changes that occurred in the final stages. I could not speak out certain suggestions because I did not want to disrupt the balance of the group. This might have happened with other members as well. Another reason for certain things going the wrong way was poor planning and time management.

Conclusion

Conclusion stage of the reflection is mainly analysing the learnings that is gained through the specific experience. In this scenario of group presentation, when I look backward into overall performance of the team, I think everyone needs to develop a team working skill that will derive better outcome. Communication also played a role in this aspect, where groupthink phenomenon pulled many of us back from speaking out.

Action plan

The last stage of Gibbs reflective cycle is a planning of things that could have been done differently or in a preferred method that could enhance the overall experience. This stage also helps to plan for future endeavours. In the situation of this group presentation of the failed SME, Farm drop, UK, I think that I need to build upon my communication skills to avoid groupthink. I also realised that planning as a group was not efficient in delivering a proper presentation. This needs to be improved in the future.

Conclusion

This is a reflective analysis of my participation in a group presentation concerning the unsuccessful SME, considering the case of Farm drop UK. The process of reflection facilitated the deeper identification and analysis of my experiences and acquired knowledge as a participant in the team presentation. I decided to choose the Gibbs model of reflection to effectively demonstrate the personal experiences. The experience of a group presentation was further split into different components of the model such as description of the situation,

analysis of the feelings, evaluation of the situation, analysis of the positive and negative aspects, conclusion and learnings I obtained and action plan. This process of reflection helped me to be aware of my own strengths and weaknesses and to implement strategies for future endeavours.

Reference

Adeani, I.S., Febriani, R.B. and Syafryadin, S. (2020) USING GIBBS' REFLECTIVE CYCLE IN MAKING REFLECTIONS OF LITERARY ANALYSIS. *Indonesian EFL Journal*, 6(2), pp.139-148.

The University of Edinburgh. (2020). *Gibbs' Reflective Cycle*. [online] Available at: <https://www.ed.ac.uk/reflection/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle> [Accessed 10 May 2023].