

Global Business Environment and International Strategy MOD007191

011 Assignment Guidelines

2025-26

Reflective

011 Assignment Description

- Examine your overall experience by reflecting on how you developed and delivered your assessment 010, following the steps below:
 - **Brief description** of the experience
 - **Analysis** what you did and your reason for doing so (In this section you can look into your activities such as Planning, Researching, using tools/models/frameworks, Tackling challenges etc.)
 - **Evaluation** of your activities – what you did well and what you should improve upon
 - **Conclusion** about what you learned and what you could have done differently

General Tips

- Please refer to **Lecture 8 Reflective** for explanation of the Steps
- You should **write in 1st person**, since you are giving your account of the experience of doing the 010 Presentation assignment

011 Reflective Essay Format

- Title Page
- Table of Contents
- Body
 - Introduction
 - Brief Description
 - Analysis
 - Evaluation
 - Conclusion
- Reference List

Title Page

- Create your Title page and Include the following on it:
 - Module Title and Module Code
 - Global Business Environment and International Strategy MOD007191
 - Title of Assignment
 - 011 – Reflective Essay
 - Student Identification Number
 - 224xxxx

Table of Contents

- On a Separate page
- Include: section headings with its matching page numbers

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1.0 Introduction

- Define what is meant by Reflection
- State purpose of the essay i.e. to provide a reflection on 010 Presentation Assignment
- State that the reflection will be done using the Gibbs Reflective Cycle
- Signpost- say that the subsequent sections will provide a personal account of how you developed and delivered your assessment 010

1.1 Description

- Here you need to describe the situation in detail i.e. the experience
- Describe what you did step by step for the 010 assignment and when (dates)
- State the goal of going through the steps
- Here you can explore any feelings or thoughts that you had during the experience, doing each step, doing the research etc
- How they may have impacted the experience.
- Reflect on any changes in your feelings as time passed



1.2 Analysis

- The analysis step is where you have a chance to **make sense of what happened**.
- State **what models or tools** you used for each step and the **reason** for doing so
- What was the potential **outcome that you were looking for**. Did you attain those outcomes? If so, what were the driving factors.
- Any **unexpected experience, challenges faced** and/or solutions found could be critically reviewed as regards to its causes,
- How it unfolded, **strategies to mitigate challenges** and expand on seemingly effective strategies that cropped up



1.3 Evaluation

- Should **reflect on your knowledge and understanding** of global business environment and frameworks
- Here you have a chance to **evaluate what worked and what didn't work** in the situation.
- In terms of the research, **applying the various models and tools**
 - **Challenges experienced** and the **strategies you used to mitigate challenges**
 - **What went well**
- Description of your own experience, challenges and learning should be discussed and analysed.
- To get the most out of your reflection **focus on both the positive and the negative aspects** of the situation, even if it was primarily one or the other.



1.4 Conclusion

- In this section you can make **conclusions about what happened** whilst doing 010
- This is where you **summarize your learning**, i.e. the knowledge and skills gained whilst doing 010
- Your learning from the experience and key takeaways
 - What **practices or strategies** will you adopt next time?.
 - What **specific actions** you will to implement next time i.e **ACTION PLAN**.
 - Outline how you will develop **the skills** you need the next time
- Highlight **what could have been done differently** to improve the outcome in the future.



Reference List

- List **all sources cited** in the body of the essay
- List in alphabetical order
- List full details of each source
- Please use Cite Them Right (CTR) Harvard