

KAM4 – KAM4 TASK 2: BUSINESS ANALYSIS REPORT

MBA, HEALTHCARE MANAGEMENT CAPSTONE – C219

PRFA – KAM4

Preparation

Task Overview

Submissions

Evaluation Report

COMPETENCIES

981.1.8: Integration of Program Competencies

The graduate demonstrates the ability to participate and contribute value to the professional field through the integration of competencies from across the degree program.

INTRODUCTION

After completing the business simulation at a competent level (a score above 0.000 for the cumulative total performance at the end of Q6), you will create a written report, using the attached “Business Analysis Template,” for stockholders and the board of directors to review. Analyze the decisions throughout the simulation and evaluate the current state of the business.

REQUIREMENTS

Your submission must represent your original work and understanding of the course material. Most performance assessment submissions are automatically scanned through the WGU similarity checker. Students are strongly encouraged to wait for the similarity report to generate after uploading their work and then review it to ensure Academic Authenticity guidelines are met before submitting the file for evaluation. See [Understanding Similarity Reports](#) for more information.

Grammarly Note:

Professional Communication will be automatically assessed through Grammarly for Education in most performance assessments before a student submits work for evaluation. Students are strongly encouraged to review the Grammarly for Education feedback prior to submitting work for evaluation, as the overall submission will not pass without this aspect passing. See [Use Grammarly for Education Effectively](#) for more information.

Microsoft Files Note:

Write your paper in Microsoft Word (.doc or .docx) unless another Microsoft product, or pdf, is specified in the task directions. Tasks may not be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc. All supporting documentation, such as screenshots and proof of experience, should be collected in a pdf file and submitted separately from the main file. For more information, please see [Computer System and Technology Requirements](#).

A. Using the attached “Business Analysis Template,” create a written report for the board of directors and stockholders which includes *all* of the following components:

Reflection on Decision Making

1. Reflect on the relationship between the corporate strategic thrusts selected during the simulation and the business decisions made by your company by doing the following:
 - a. Choose **four** of the selected strategic thrusts and identify **one** specific business decision that was influenced by *each* thrust, for a total of **four** distinct business decisions. Explain how *each* decision was influenced by its corresponding strategic thrust.

Note: The corporate strategic thrusts can be found in the simulation in Q6>Strategic Planning>Goals and Strategy, in the Strategic Thrusts section.

2. Reflect on the positive and negative impacts of your business decisions on your company by doing the following:
 - a. Explain how **two** business decisions were beneficial for your company. Include specific examples of benefits that resulted from your decisions.
 - b. Discuss **two** business decisions that you would change, why you would make *each* change, and what you would do differently, including specific details from the simulation.

Note: Support for your reflection may include clearly labeled graphs and other data, including indication of the time period(s). The decisions discussed in part A2 do not need to be the same as the decisions addressed in part A1.

Valuation and Return on Investment (ROI)

3. Discuss your company’s valuation and estimated return on investment (ROI) by doing the following:
 - a. Calculate your company’s valuation. Include *each* of the following in your response:
 - an explanation of the chosen valuation methodology
 - the calculation used to arrive at the valuation
 - rationale for any assumption used in your calculation
 - the financial data you used in your valuation

Note: Instructions for calculating valuation can be found in the course under “Preparing for Task 2.” Financial data such as the Q6 income statement or balance sheet can be exported from Q7 of the simulation or copy and pasted directly into the “Business Analysis” template.

- b. Using the valuation calculated in part A3a, calculate your company’s estimated ROI. Include the calculation used to arrive at your estimate.
- c. Explain the implications for investors of the ROI estimated in part A3b.

Overall Financial Performance

4. Analyze the overall financial performance of the business using the financial reports from the simulation by doing the following:

- a. Choose **one** metric from *each* of the following ratio categories. For *each* ratio, analyze what the Q6 ratio numbers indicate about the company. Include industry performance measures for *each* metric.
- liquidity ratios
 - activity ratios
 - leverage ratios
 - profitability ratios

Note: Industry performance measures can be found within the Industry Financial Ratios tab within the simulation. The Q6 ratio numbers are located on the Q7 tab.

- b. Provide relevant cash flow activity numbers, including the Q6 totals, and explain what they indicate for the company for *each* of the following categories:
- cash balances (the top and bottom lines of the cash flow statement)
 - cash flow from operating activities
 - cash flow from investing activities
 - cash flow from financing activities
- c. Explain what the cash flow activities provided in part A4b reveal about the overall health of your company.
- d. Explain how **three** decisions that you made and are shown on your conscious scorecard affected the company's performance.

B. Export the following Q6 reports from the simulation and submit them as attachments:

- the cumulative balance scorecard with an overall positive cumulative total performance score
- the conscious scorecard report
- income statement, balance sheet, and cash flow statement

C. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

D. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, csv, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A1A:CORPORATE STRATEGIC THRUSTS

NOT EVIDENT

The reflection does not include *any* strategic thrusts selected

APPROACHING COMPETENCE

COMPETENT

The reflection includes 4 strategic thrusts selected from the sim-

from the simulation or does not identify 4 decisions influenced by the selected thrusts. Or the reflection does not include an explanation of how *any* of the business decisions were influenced by corporate strategic thrusts.

The reflection includes fewer than 4 strategic thrusts selected from the simulation or includes fewer than 4 decisions that were influenced by the selected thrusts. Or the 4 business decisions identified are not distinct from each other. Or the reflection does not include an explanation of how *each* business decision was influenced by a specific corporate strategic thrust.

ulation and includes 4 distinct decisions that were influenced by the selected thrusts and an explanation of how *each* of the business decisions were influenced by a specific corporate strategic thrust.

A2A:DECISIONS WITH A BENEFICIAL EFFECT

NOT EVIDENT

The reflection does not include 2 decisions that had a beneficial effect on the company.

APPROACHING COMPETENCE

The reflection includes 2 beneficial decisions but does not explain how *both* decisions had a beneficial effect on the company, or the explanation does not include relevant specific examples of the benefits resulting from *both* decisions.

COMPETENT

The reflection includes 2 beneficial decisions and explains how *both* decisions had a beneficial effect on the company, and the explanation includes relevant specific examples of the benefits resulting from *both* decisions.

A2B:DECISIONS TO BE CHANGED

NOT EVIDENT

The reflection does not include 2 business decisions the candidate would change.

APPROACHING COMPETENCE

The reflection includes 2 business decisions the candidate would change but does not discuss why the candidate would change *each* of the decisions or what the candidate would do differently. Or the discussion does not include specific details from the simulation.

COMPETENT

The reflection includes 2 business decisions the candidate would change and discusses why the candidate would change *each* of the decisions and what the candidate would do differently, including specific details from the simulation.

A3A:CALCULATED VALUATION

NOT EVIDENT

The company's valuation is not provided.

APPROACHING COMPETENCE

The company's valuation is inaccurately calculated, or the response does not include 1 or more of the given points.

COMPETENT

The company's valuation is accurately calculated, and the response includes *all* of the given points.

A3B:ESTIMATED ROI**NOT EVIDENT**

A calculation of the company's estimated ROI is not provided.

APPROACHING COMPETENCE

The company's estimated ROI is inaccurately calculated or is not based on the valuation from part A3a. Or the estimate does not include the calculation used to arrive at the estimate.

COMPETENT

The company's estimated ROI is accurately calculated based on the valuation from part A3a and includes the calculation used to arrive at the estimate.

A3C:IMPLICATIONS FOR INVESTORS**NOT EVIDENT**

An explanation of the implications for investors of the estimated ROI is not provided.

APPROACHING COMPETENCE

The explanation of the implications for investors of the estimated ROI is not logical or is not based on the estimate calculated in part A3b.

COMPETENT

The explanation of the implications for investors of the estimated ROI is logical and is based on the estimate calculated in part A3b.

A4A:ANALYSIS OF RATIOS**NOT EVIDENT**

An analysis of 1 metric from *each* ratio category listed is not provided.

APPROACHING COMPETENCE

The analysis includes 1 metric from *each* ratio category but does not address what the Q6 ratio numbers for *each* metric indicate about the company's financial performance. Or the analysis does not include industry performance measures for *each* metric.

COMPETENT

The analysis includes 1 metric from *each* ratio category and addresses what the Q6 ratio numbers for *each* metric indicate about the company's financial performance. The analysis includes industry performance measures for *each* metric.

A4B:CASH FLOW ACTIVITIES

NOT EVIDENT

The analysis does not include an explanation of what Q6 cash flow activities indicate about the company.

APPROACHING COMPETENCE

The analysis does not address what *each* of the listed cash flow categories for Q6 indicate about the company or does not include the Q6 totals for *each* category.

COMPETENT

The analysis addresses what *each* of the listed cash flow categories for Q6 indicate about the company and includes the Q6 totals for *each* category.

A4C:OVERALL HEALTH OF COMPANY

NOT EVIDENT

The analysis does not include an explanation of what the cash flow activities provided in part A4b reveal about the overall health of the company.

APPROACHING COMPETENCE

The analysis includes an explanation of cash flow activities provided in part A4b but does not logically explain what the activities reveal about the overall health of the company.

COMPETENT

The analysis includes an explanation of cash flow activities provided in part A4b and logically explains what the activities reveal about the overall health of the company.

A4D:CONSCIOUS SCORECARD DECISIONS

NOT EVIDENT

An explanation of 3 decisions made by the candidate is not provided.

APPROACHING COMPETENCE

The explanation of 3 decisions does not accurately identify 1 or more of decisions made that are shown on the conscious scorecard. Or the explanation does not logically discuss how *each* decision affected the company's performance.

COMPETENT

The explanation accurately identifies 3 decisions that were made and are shown on the conscious scorecard. The explanation logically discusses how *each* decision affected the company's performance.

B:Q6 REPORTS

NOT EVIDENT

The required reports from the simulation are not submitted as attachments.

APPROACHING COMPETENCE

Not applicable.

COMPETENT

The required reports from the simulation are submitted as attachments.

C: SOURCES

NOT EVIDENT

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

APPROACHING COMPETENCE

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

COMPETENT

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

D: PROFESSIONAL COMMUNICATION

NOT EVIDENT

This submission includes pervasive errors in professional communication related to grammar, sentence fluency, contextual spelling, or punctuation, negatively impacting the professional quality and clarity of the writing. Specific errors have been identified by Grammarly for Education under the Correctness category.

APPROACHING COMPETENCE

This submission includes substantial errors in professional communication related to grammar, sentence fluency, contextual spelling, or punctuation. Specific errors have been identified by Grammarly for Education under the Correctness category.

COMPETENT

This submission includes satisfactory use of grammar, sentence fluency, contextual spelling, and punctuation, which promote accurate interpretation and understanding.

SUPPORTING DOCUMENTS

[Business Analysis Template.docx](#)