

Administrative Policy, GMGT 4010
Winter 2023
Take-home Individual Mid-term Examination

Professor _____

Section _____

Class day and time _____

IMPORTANT NOTICE – READ THIS FIRST

STATEMENT OF INTEGRITY

This assignment is intended to exercise and evaluate your capabilities in Administrative Policy. This take-home exam is to be completed on an individual basis and no consultation about this case with anyone else, either within or outside the Administrative Policy course is permitted. Any violations of this policy will be considered a breach of academic integrity by all the students involved, and will be referred to the Dean's office for disposition according to Faculty policy.

To reinforce the importance of this stipulation for the academic integrity of this examination, your report must include the following signed statement, attached as a separate page to the front of your paper.

I, _____ (please print your name), certify that I have completed this take-home mid-term examination written analysis strictly on my own, without consultation with any other individual, either within or outside the Administrative Policy course.

Further, I certify that I have not provided any advice or assistance with regard to this take-home mid-term examination to any other student currently enrolled in Administrative Policy at the University of Manitoba, Winter 2023.

Finally, I certify that I have not used any information after the time of the case and that the paper meets length and other format specifications given in these mid-term case instructions.

**Its word count (including executive summary) is: _____
(Not to exceed 2800 words)**
**Its page count (including executive summary) is: _____
(Not to exceed 9 pages)**

Signature and Name

Examinations will not be accepted unless they are accompanied by this signed statement. However, this statement should be uploaded as a separate file so that the grading can proceed on an anonymous basis.

(SAMPLE) TITLE PAGE

ADMINISTRATIVE POLICY
GMGT 4010

Student Number_____

(Please do not write student name)

Word Count (including Executive Summary)_____

(Not to exceed 2800 words)

Page Count (including Executive Summary)_____

(Not to exceed 9 pages)

Instructor's Name

Section Number

Class Day & Time

MIDTERM TAKE-HOME EXAM.
WINTER 2023

GMGT 4010 – Administrative Policy

Take-home Midterm Case Instructions

A. The Deadline

1. PAPERS ARE DUE BY 11:59 P.M. (**MIDNIGHT**) ON **SATURDAY, MARCH 4, 2022 AT UM LEARN WEBSITE OF THE COURSE**. You should plan to upload and submit the paper by 11:30 p.m. to avoid any chances of being late. Any papers that arrive late will receive a late penalty as described in these instructions and the course outline. The late policy will be strictly enforced to keep the level playing field for all students.

B. The Assignment

1. AMC's (AMC Entertainment Holdings, Inc.), Chair and CEO Adam Aron and his team, aware of your skills in strategic analysis, have asked you to help them assess the situation and to recommend a strategy for the company for the next five years. Please prepare a report for them giving your appraisal of the situation and your recommendations, considering strategy formulation as well as implementation issues, and using the format given in the "**General Guidelines for Analyzing and Writing Cases**" provided at the UM Learn website of the course. Please do not limit yourself to the alternatives, if any, given in the case so you may build other strategic alternatives and consider them before making a recommendation.

2. The title of the case is "**AMC: WHO'S CALLING THE SHOTS?**" and its number is **W25811**. The case is published by Ivey Publishing. Be sure to buy the case mentioned above because there may be other cases on AMC Entertainment. The case is available for purchase at the following link. Click on this link or copy into your browser:

<https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000EIvbZEAT>

3. Be sure to use the **AMC Case Update (a pdf file available at UM Learn) along with the case.**

4. As mentioned below, you may conduct external research on the case up to December 30, 2022. Please feel free to ask if you have any questions.

C. External Research

1. You are required to access the company's annual financial information (Income Statement, Balance Sheet, Cash Flows, and Stock Prices) from the Internet for at least three years (2019-2021). As you may know, this information is easily available at several websites, e.g., Yahoo Finance, Google Finance, Marketwatch, Macrotrends, Wall Street Journal, etc. Some of these websites may also have key financial ratios of various companies available for several years. Usually, trends of these ratios for the most recent five years is sufficient. You may use the ratios from these websites in your report but be sure to provide the reference. As you know, it is more important to know how to interpret these ratios than how to calculate them.

2. This assignment is primarily based on the case and the financial information. Thus, you are not required to conduct any other external research on the company and its industries. You may

search for other information up to **December 30, 2022**, if you would like to. Even if you are searching for information from external sources, external research should not be the focus of the paper. Moreover, search for or use of any information or data regarding this company and its industries after the above-mentioned date will be subject to **hind-sight bias and will be considered a violation of university policy on Academic Integrity**.

3. Be sure to provide references on a separate page for any search before the date given above and attach this page at the end of the paper. This page may contain only references and can be in addition to the text-pages and exhibits. The words on the reference page are not included in the word count of the paper. **You may use the APA (American Psychological Association) format for the references rather than simply providing the links. You may provide the citations (e.g., when you are providing Assumptions and their Justification exhibit) by the name of the author and year (e.g., Smith, 2020). If the source material does not have an author, you may use the name of publication (e.g., Wall Street Journal, 2020). Please note that there is no need to provide citation or reference of the case.**
4. **Please use your own words throughout the paper and do not use any direct quotations (or copies of exhibits, charts, graphs, tables, and figures) from the case or from any external sources.**
5. Please keep in mind that you are **not allowed** to consult any case solutions or teaching notes for the midterm case or any other case that may be related to the midterm case in any way.

D. Midterm Examination Case Specifications

1. The paper must be between 2,000–2,800 words and printed on a maximum of nine (9) pages in double-space with 12-point Times New Roman font and one-inch (2.54 centimeters) margins on all sides (maximum 23 lines per page).
2. You must use paragraphs and headings in keeping with appropriate business writing form. Use a tab at the beginning of the paragraph to clearly distinguish it from previous paragraphs. Do not use any footnotes. You may use either left justification or both left and right justification.
3. The word-count limit and the nine-page limit do not include the Title Page or any exhibits. However, they do include the executive summary. Therefore, ignore the Title Page and begin page number one with the Executive Summary.
4. Please do not use fancy fonts. Avoid extended use of bold or italics also.
5. Papers that grossly violate these guidelines will receive a failing grade (e.g., using a font smaller than the one specified here or using single space text in the body of the paper will receive a failing grade). Points may be deducted for other violations (e.g., at least ten per cent points will be deducted for each additional page or part thereof {Hint: “part thereof” here means at least ten per cent points will be deducted for any part of the tenth or any subsequent page}). Ten per cent deduction means that if you receive 80 per cent marks in the exam, violation of one page (or part thereof) will reduce it to 70 per cent.

6. Please be sure that the text of the paper as well as the exhibits are readable. It may be better to copy and paste exhibits from Excel to Word rather than use their pictures or screenshots. As you know, pictures or screenshots make the numbers difficult to read and are not professional quality.

7. Clarification: Stop when you reach 2,800 words or nine pages in the given format. In other words, the paper must meet both conditions: Not more than 2,800 words and not more than nine pages in the given format. Include the Word Count and the **Page Count** on the statement of integrity and the title page (as shown above). Keep in mind that the word count and the page count include the headings and subheadings that are part of the text of the paper. You may underline or use bold letters for the headings of various sections to show them clearly.

E. Uploading and Submitting the Case Files at UM Learn

1. When you are uploading the files at UM Learn, **be sure to submit the files and check that you have received the receipts from UM Learn for submitting the files.** If you don't receive the receipt, submit again because it may indicate that the submission process was not complete.

2. **Papers must be uploaded and submitted in a pdf format by the deadline at UM Learn in the Midterm Exam folder of the course. The pdf copy must have all pages of the text as well as the exhibits.** The papers should have a title page as given in these instructions. Papers with any student's name or without the word count will not be accepted (**No student names anywhere on the exam!**). Each page of the report should contain a header or footer with the student number, section number, and page number.

3. **Students are also required to upload and submit an exact electronic copy of the paper in the Microsoft Word format at UM Learn.** This file should have all the text as well as the exhibits.

4. **Make sure you put the signed Statement of Integrity (SOI) in a different file and name it before uploading and submitting it so it is easily identifiable.**

5. Please do not email the electronic copies to your instructor. When you submit a file at UM Learn, you will get a receipt. Also, AACSB Assurance of Learning Committee may need to access them at UM Learn for their use.

6. Please name the files as follows: GMGT4010-Midterm-Section Number-Student Number. **Please do not submit more than these three documents (a pdf file, a Word file, and the Statement of Integrity (SOI) file).** As you know, the pdf document ensures that the formatting stays the same, irrespective of the computer settings.

7. As mentioned in the course outline, please note the following for late penalty (on weekdays as well as weekends): *Late submissions, including those delayed by computer-related difficulties, will be penalized ten percentage points for every 24 hour period, or portion thereof late. For example, a student who earns a score of 80% on his/her paper will receive a score of 70% if the paper was submitted one day late. Exam papers will not be accepted after 72 hours. Exceptional circumstances which might jeopardize your ability to meet this deadline must be*

brought to your instructor's attention prior to the due date, or else they cannot be considered as grounds for exemption from this late penalty. Please keep in mind that any time extension cannot exceed 72 hours. If you are involved in any co-curricular activities (e.g., case competitions at another university), you are expected to complete and submit the paper prior to the deadline.

F. Saving Copies of the Paper

1. Neither the department nor the university accepts any responsibility for potential loss of papers during handling. Such a loss may be extremely rare; nevertheless, to protect against this theoretical possibility, all students are required to keep a hard and an electronic copy of the paper that they submit.
2. Don't forget to save multiple soft copies to avoid any chance of losing your disk, computer crash, or other such problems!

Detailed Instructions to Download the Case

Please see the step by step instructions below to purchase the materials.

Course: Administrative Policy Midterm Exam

1. Go to the Ivey Publishing website at www.iveypublishing.ca
2. Log in to your existing account or click "Register" to create a new account and follow the prompts to complete the registration. If registering, choose the "Student" role.
3. Click on this link or copy into your browser: <https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000ElvbZEAT>
4. Click "Add to Cart".
5. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
6. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
7. Once you have completed your order, click on your username on the top right --> Orders --> Downloads