

Official Competition Rules

New European College Scholarship Business Case Challenge

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A. BUSINESS CASE COMPETITION GUIDELINES

1. The essay shall be an original work in English. Illegible, incomplete, forged or plagiarized entries will not be accepted. The Applicant is required to include a statement in the essay that this is his/her original work, that it arises out of the Applicant's own research, and that the work, assistance and ideas of any other people have been credited.

"I certify that this essay is my own work, and that any ideas or quotations from the work of other people, published or otherwise, are fully referenced."

2. The body of the essay shall be no fewer than 1600 words and no greater than 2,200 words in length (excludes the title page, any footnotes, bibliography/references page, and biography page). Entries must be submitted in 12-point Times New Roman, or an equivalent font, line spacing 1.5

3. All submissions shall include a word count, as described in (2) above. Word counts based on a word processor are acceptable.

4. Essays must be submitted electronically as a PDF; essays submitted in any other format will not be considered.

5. The essay shall include the following six parts:

- A) Title page
- B) Table of Contents
- C) Executive Briefing
- D) Essay pages
- E) Bibliography/references
- F) Applicant's short biography

6. The title page, bibliography/references and Applicant's biography shall each be listed on separate pages. No reference to the Applicant's name or Applicant information should be made on the essay pages or bibliography/references to avoid any possible bias by the judges. Strict adherence to these rules is required. Essays that do not confirm to the rules may be disqualified prior to judging.

7. The title page shall include the title of the essay, the Applicant's name, address, telephone number, and e-mail address (if available).

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8. The essay shall include a bibliography and the American Psychological Association (APA) style of writing shall be used.
9. Any essay using crowd-sourced and publicly editable sources such as Wikipedia will be disqualified!
10. The Applicant's biography is limited to one page. Recommended topics to be included are academic awards and achievements, school activities, community service projects and activities, hobbies, and plans for further education.

The essay should contain the following:

1. An introduction of the subject that contains an explanation of the position taken by the Applicant. The objective is to demonstrate that the Applicant understands the business case question, and has formed a response to it.
2. The body of the essay develops the Applicant's argument using research and analysis. The process of analysis may include comparing and contrasting, differentiating among several ideas or events, critiquing a variety of perspectives, interpreting results, or drawing inferences. Be sure to identify the sources of your information or ideas.
3. A conclusion and recommendation that summarizes the research and analysis presented in the essay. Drawing on ideas already presented, the Applicant should demonstrate that the conclusion supports the position put forward in the body of the essay. The goal should be to convince the reader that the position is reasonable and valid.

Additional Suggestions:

1. Essays that use a variety of sources, such as news magazines, newspapers, books, government documents, and publications from research organizations, fare better in the Contest.
2. The Internet or World Wide Web should not be the only source of information for your essay. Be aware of "republished" or "third generation" information on the Internet that is inaccurate or improperly attributed. When citing Internet sources, the Applicant must include the following information: author(s), title of work, Internet address, and date that the information was accessed. Detailed instructions can be obtained from the manuals listed in (8) above. For the purposes of this essay, Internet sources should be listed separately from non-electronic sources, such as books, journals, magazines, and newspapers.

Thank you in advance for your submission and good luck!

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B. GENERAL

By submitting an entry to this contest, brought to you by New European College GmbH (“www.new-european-college.com or www.new-european-college.com/scholarships”), the entrant acknowledges and agrees to all of these official contest rules (“Official Contest Rules”). Void where prohibited. By entering the contest, entrants agree to waive any right to claim any ambiguity or error in these Official Rules, or the contest itself, and agree to be bound by these Official Contest Rules and by all decisions of New European College GmbH, whose decisions are binding and final. Failure to comply with these Official Rules or any contest specific rules may result in disqualification from the contest.

C. APPLICATION

Each individual student who applies (“Applicant”) to this scholarship contest (“Contest”) shall write an essay of 1600-2200 words and submit it. Entries must be received by 11:59 PM (Munich time) on Sunday the 15th of May. Only one entry per person will be accepted. Multiple entries will be disqualified.

Agreement

By submitting an entry, the Applicant states that he/she agrees to all competition rules.

Eligibility

Unless otherwise posted at www.new-european-college.com, the contest is open individuals who are 16 years of age or older at time of entry and must be in the final year of high school (secondary education) or have finished high school. Employees of New European College GmbH, its students and Partners and their respective affiliates, officers, directors, and members of these employees’ immediate families (spouses, parents, children, and siblings and their spouses) and those living in the same household with these employees, are not eligible.

How to Enter

Method of entry, and dates and times when entries may be submitted and by which they must be received to be eligible for the drawing are posted on the contest entry page at www.new-european-college.com. Entrants must be the registered subscriber of the e-mail from which the entry is made. Unless stated otherwise on the contest entry page, you may enter once during the contest period. Multiple entries received from any person or e-mail address will void all such additional entries. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, illegible or corrupted are void and will not be accepted. All entries become the property of the New European College and will not be acknowledged or returned.

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By checking the relevant box or selection in the registration form, entrants agree that the New European College may contact the entrant via email with. If you do not wish to receive these materials do not check the relevant box in the entry form. If at any time you do not wish to receive these materials in the future, please use the unsubscribe procedures contained in the email message.

D. Selection of Winners

Potential winner(s) will be selected and notified of their prize(s) in the manner posted on the contest entry page at www.new-european-college.com. Competition winner(s) must execute and return any required affidavit of eligibility and/or release of liability prize acceptance form within fourteen (14) days of winning or being notified of winning, or prize(s) will be forfeited and an alternate winner may be selected. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize. New European College GmbH reserves the right to contact all contest entrants to confirm the registration entry. The official registration list will remain the property of New European College GmbH and will not be distributed.

SELECTION OF WINNER: A winner will be selected by a panel of judges no later than May 31st, 2016. The odds of winning depend upon the number of eligible entries received. Notification of the winner will be by mail at the address provided on his/her application form. The winner shall sign an affidavit of eligibility and liability/publicity release to receive the scholarship. The scholarship may be awarded to an alternate winner if the scholarship notification is undeliverable or if the winner does not respond to the scholarship notification within 14 days after the notification date. An alternate scholarship winner may also be selected if the affidavit/release is not returned by the winner within 14 days. If the winner does not claim the scholarship, New European College, at its sole discretion, may select an alternate winner.

JUDGING

After an Applicant's essay is determined to be eligible, it will be judged. The judges will place the greatest emphasis on how well the essay answers the stated question, on the accuracy of the essay, and its clarity and organization. What the jury is looking for in the work of the participant is the ability to research the questions in the business case, analyze and interpret the results and give the entrepreneur a solid recommendation. It is not expected that the candidate gives in-depth industry or technology insight. To a lesser degree, the judges will rate each essay on additional criteria, including creativity, the citing of sources used, grammar, and spelling.

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E. CONDITIONS OF PARTICIPATION

By entering the Contest, the Applicant represents that any essay is his/her original work, and not copied from any other source and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Applicant owns or has the rights to convey any and all right and title to such essay. In addition, the Applicant grants to New European College a nonexclusive, worldwide, royalty-free license to edit, publish, promote, and republish at any time in the future, and otherwise use the Applicant's submitted essay, along with the Applicant's name, likeness, statements, biographical information, and any other information provided by the Applicant (excluding the Applicant's e-mail address, physical address, and telephone numbers), in any and all media for possible editorial, promotional, or advertising purposes, without further permission, notice, or compensation (except where prohibited by law).

In the event there are an insufficient number of qualified entries, or if the New European College determines that no entries meet the quality standards established to award the scholarship, the New European College reserves the right not to award the scholarships. The New European College also reserves the right to award additional prizes if more than one Applicant's essay is particularly outstanding or noteworthy. Further, the New European College reserves the right to extend the competition deadline if deemed appropriate.

No transfer or assignment of the scholarship prize is allowed. All expenses, including taxes (if any), on receipt and use of the prize is the sole responsibility of the winner.

Prize

Description and value of scholarship awarded is posted on the contest entry page at www.new-european-college.com. Unless otherwise stated on the contest entry page, all scholarships are valid for starting the bachelor studies in the academic year 2016-2017. The scholarship award includes the application fee, enrollment fee and the deposit. Should the student require a foundation year, due to university entrance criteria, the foundation year is also covered by the scholarship. If the winner of a contest is under the age of 18, a parent or legal guardian must claim the prize. Winners may be asked to show a photo ID. There will be no substitution, transfer or cash equivalent for the scholarships. The odds of winning depend on the number of eligible entries received. Payments of all taxes related to the award of the prize are solely the responsibility of the winner. Academic Entry Requirements must be met – in the case that a student is not eligible to study at a German university the entry is declared void and the scholarship will be passed on to the next winner. Failed courses/extra semesters must be paid and are explicitly not covered by the scholarship granted. In the case, NEC does not offer the academic program anymore there is no pay-out of the scholarship. It is expected from the student to maintain a GPA above average (2 on a scale 1 to 5, 1 being the highest).

Winner Announcement

Winners of the contest will be contacted directly by New European College staff after all entries have been fully evaluated and official winners have been chosen. Winners will be announced on the www.new-european-college.com/Scholarship website one day after direct announcements.

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F. DISCLAIMER & REPRESENTATIONS

Winner assumes all liability for any injuries or damages caused or claimed to be caused by his or her participation in the contest and/or the acceptance and/or use of any prize, and releases New European College GmbH and Partners and their respective affiliates, officers, directors, agents, and employees, from any such liability. New European College GmbH nor the Partners, nor their respective parent companies, subsidiaries, affiliates, officers, directors, agents and employees are responsible for: the failure of any entry to be received by New European College GmbH due to computer failures of any kind, traffic congestion on the internet or at any website,

telecommunications, network, electronic, telephone or mobile service outages, delays, busy signals, or any equipment malfunctions or other technical difficulties that may prevent the Station from receiving any entry submission; entries that are stolen, misdirected, garbled, delayed by computer transmissions, lost, late or damaged; any injury or damage to the entrant's or any other person's computer related to or resulting from participation or downloading any materials in this contest; or any human errors, any inaccurate transcription of entry information, errors in any promotional or marketing materials or errors in these Official Rules. If applicable, text message and data rates may apply, and New European College GmbH is not responsible for any fees incurred by an entrant for any method of entry.

New European College, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the New European College website. Failure to comply with the Official Rules of the contest may result in an entrant's disqualification and/or forfeiture of any prize or prizes. All decisions of New European College GmbH management with respect to the contest are final.

New European College GmbH reserves the right to cancel, terminate or modify the contest if it is not capable of completion as planned, including, without limitation, as a result of infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, or for any reason whatsoever. New European College GmbH reserves the right to make changes in the rules of the contest, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement or posting. If due to circumstances beyond the control of the Station, any event related to the contest or prize is delayed, rescheduled, postponed, canceled or has a change of venue, the Station reserves the right, but is not obligated, to cancel or modify the contest and shall not be required to award a substitute prize.

Entry constitutes permission (except where prohibited by law) to use winner's name, home city and state, likeness and/or voice for purposes of advertising, promotion and publicity without additional compensation. The winner's name and city of residence will be posted online and mailed to those who request it.

By accessing these Official Contest Rules or entering the contest on

www.new-european-college.com, you are deemed to agree to the New European College GmbH Terms of Use and Privacy Policy.