

[Your Name]  
[Your Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]  
[Admissions Office]  
[University Name]  
[University Address]  
[City, State, Zip Code]

Dear [Admissions Committee/Specific Person's Name],  
I hope this letter finds you well. I am writing to formally appeal the decision regarding my application for admission to the Bachelor of Business Administration (BBA) program at [University Name]. I appreciate the time and effort the admissions committee invests in reviewing applications, and I respect their decisions. However, I would like to present additional information that I believe warrants reconsideration of my application.

[Briefly explain the reason for the appeal, e.g., new academic achievements, personal circumstances, etc.]

In my initial application, I believe my circumstances may not have been fully conveyed. [Provide details about any extenuating circumstances, improvements in academic performance, or other relevant information that supports your case.]

I have taken proactive steps to strengthen my application, including [mention any relevant actions you have taken, such as retaking courses, volunteering, internships, etc.]. These experiences have equipped me with [explain what skills or insights you gained].

I am extremely passionate about pursuing a degree in Business Administration, and I am confident that my commitment and skills will allow me to thrive at [University Name]. Being part of such a prestigious program would not only fulfill my academic aspirations but also allow me to contribute positively to the campus community.

Thank you for considering my appeal. I would be grateful for the opportunity to discuss my application further and provide any additional information you may need. I look forward to your favorable response.

Sincerely,

[Your Name]

[Your Student ID (if applicable)]