

[Your Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Admissions Committee]
[University Name]
[Department/School of Business]
[University Address]
[City, State, Zip Code]

Dear Members of the Admissions Committee,

I am writing to express my strong interest in the Bachelor of Business Administration (BBA) program at [University Name]. With a passion for business and a desire to develop my leadership skills, I believe that this program offers the ideal environment for my growth and academic pursuits.

My fascination with business began at an early age, as I witnessed my family operate a small business. This experience sparked my interest in understanding what makes businesses succeed and thrive. In high school, I took several courses in economics and business studies, where I excelled and developed strong analytical skills. My involvement in [relevant extracurricular activities, clubs, or competitions] further strengthened my desire to pursue a career in this dynamic field.

I am particularly drawn to [University Name] because of its outstanding faculty, innovative curriculum, and emphasis on experiential learning. I am excited about the opportunity to engage in hands-on projects and internships that will allow me to apply my knowledge in real-world settings. Additionally, the diverse student body at [University Name] will provide me with invaluable perspectives and the chance to collaborate with peers from different backgrounds.

I am committed to contributing positively to the university community through [mention any specific interests, clubs, or initiatives you wish to join]. I believe that my dedication, enthusiasm, and willingness to learn will make me a valuable addition to the program.

Thank you for considering my application. I look forward to the opportunity to further discuss how I can contribute to and benefit from the Bachelor of Business Administration program at [University Name].

Sincerely,

[Your Name]
[Your Signature (if sending a hard copy)]