

[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,

I am writing to express my enthusiasm for the Bachelor of Business Administration (BBA) program at [University Name]. As a passionate and ambitious student, I believe that pursuing a BBA at your esteemed institution will provide me with the foundational knowledge and practical skills necessary for a successful career in business.

Having excelled in my studies, I have developed a strong interest in [specific area of business, e.g., marketing, finance, entrepreneurship]. Throughout high school, I actively participated in [relevant extracurricular activities, e.g., business clubs, internships, competitions], which solidified my passion for this field and allowed me to gain valuable experience in teamwork, leadership, and strategic thinking.

I am particularly drawn to [University Name] because of its commitment to [specific program features, e.g., innovative curriculum, experiential learning opportunities, strong faculty expertise]. I am excited about the prospect of engaging with like-minded peers and learning from esteemed professors who will challenge and inspire me to reach my full potential. My long-term career goal is to [specific career objective], and I am confident that the BBA program at [University Name] will provide me with the skills, network, and opportunities necessary to achieve this. I am eager to contribute to the university community and make the most of the resources and experiences offered.

Thank you for considering my application. I look forward to the opportunity to be a part of the vibrant academic community at [University Name].

Sincerely,
[Your Name]