

[Your Name]  
[Your Address]  
[City, State, ZIP Code]  
[Email Address]  
[Phone Number]  
[Date]  
[Admissions Office/Recipient's Name]  
[University/College Name]  
[Department Name]  
[University Address]  
[City, State, ZIP Code]

Dear [Admissions Office/Recipient's Name],

I am writing to formally propose my application for the Bachelor of Business Administration (BBA) program at [University/College Name]. I am eager to further my education in business and believe that your esteemed institution provides the perfect environment to develop my skills and knowledge.

[Paragraph 1: Brief introduction about yourself, including your educational background and relevant experiences.]

[Paragraph 2: Explain your motivation for pursuing a BBA and why you have chosen this particular university. Mention specific programs, faculty, or values that align with your goals.]

[Paragraph 3: Describe your future career aspirations and how a BBA from this institution will help you achieve them.]

[Paragraph 4: Conclude by summarizing your enthusiasm for the program and expressing your hope for a favorable consideration of your application.]

Thank you for considering my proposal. I look forward to the opportunity to contribute to and grow within the [University/College Name] community.  
Sincerely,

[Your Name]