

# BBA Application Essay Tip Sheet

The Pre-Business application essay is meant to be broader and more in-depth than a single open-ended response. Attending a BBA Pre-Business 103 workshop session during the spring term is strongly recommended to establish expectations in formulating this professional essay response. The prompt will provide a set of resources meant to be a starting point in learning more about its related themes, along with suggested topics to address in the essay submission. Applicants will be encouraged to reflect on these resources before finalizing their submission.

## Essay Parameters:

- The essay prompt changes each cycle, usually consists of 3-4 questions, and will be released when the application opens. Strong submissions will reflectively address all asked questions.
- The essay should be 700-1000 words.
- Use consistent in-text citations. No editorial style is preferred, no Works Cited/Bibliography is necessary.

## Essay Preparation

### Recommendations for strong essays:

- Include an introduction and conclusion.
- Provide detailed, concrete examples or stories about yourself.
- Make connections with your resume, but in a way that expands on resume items, and doesn't restate application materials already provided.
- Provide reflective and thorough answers to each of the questions listed in the prompt.
- Proofread carefully.

### In preparing your response, you may to consider these additional topics:

- Why are you interested in business?
- How does your interest in business relate to your intended academic major?
- How have your experiences influenced your career goals?
- Why do you feel the Wisconsin School of Business is the best fit for you?
- How would you enhance the Wisconsin BBA community?
- What do you feel sets you apart from other Wisconsin BBA applicants?

Plus, register for and attend a Pre-Business 103 workshop, hosted by the UW Writing Center and Pre-Business Advising. This workshop is designed to help students critically analyze, draft, and format a formal essay prompt response for the Wisconsin School of Business BBA Program application.

## Optional Essay:

### The essay includes a 200-word space to include any additional information.

- This essay is NOT meant to be a restatement of your interest in Business.
- Students often use this space to detail circumstances that may have prevented them from having the competitive application they were planning to prepare, such as health issues, family emergencies, or other unforeseen situations.