

## BBA Application Essay Preparation

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 Preparation

The Wisconsin School of Business is committed to promoting diversity and inclusion as core elements to effective leadership, and expects the same of BBA students. The theme of the essay will align with this commitment.

- The following is taken from the WSB's statement on diversity and inclusion:
  - "Wisconsin School of Business graduates are a diverse group of individuals, well prepared to work in a global and multicultural business environment. Our graduates lead diverse teams and build on their synergies to drive their organizations. They are actively engaged as alumni in helping the Wisconsin School of Business become a lifelong learning community that is diverse, inclusive, and collaborative."
  - "Embracing diversity and inclusion is a core value for the Wisconsin School of Business. We are most successful in our work when we engage with others who bring different perspectives and experiences that challenge our own. By developing a shared understanding of each other's experiences, we build individual cultural competencies, launching our students on the path to a life of success and significance."
  - "Diversity and inclusion are core values fully supported by our leadership and the strategic priorities of the school. We embrace learning by integrating ongoing diversity and inclusion engagements among faculty, staff, and students through co-curricular activities, multidisciplinary projects, and within our faculty, staff, and student recruitment strategy."
  
- In preparing your response, You may also want 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?