THE BBA APPLICATION ESSAY
By Sydney Hoff

Prompt: The BBA program seeks students who are fully engaged in the Emory or Oxford community. Attach an essay describing the ways in which you have contributed to the campus community since entering Emory or Oxford. If for any reason you have not engaged in the community, please use this space to indicate the reason for your lack of involvement, and explain the other activities to which you have devoted your energies. Limit your essay to 500 words.

What is the goal of this essay? Why is the BBA application asking for it?
- To see what applicants are passionate about
- To learn how applicants have made a difference at Emory
- To determine which applicants are most likely to be change agents at Goizueta

How many activities should I talk about in my essay?
The important thing is quality, not quantity. Make sure that you are able to do each activity justice by describing fully your involvement in the organization and the impact your involvement had on campus. A suggested guideline is to pick 1-3 activities.

How should I format my essay?
You may single or double space your essay. Choose a professional font and a reasonable font size. Put your name at the top.

What are some things I can do to make my essay stronger?
- DO use strong, specific action words to describe what you have done
- DO showcase your skills and talents (Used Photoshop to create flyers for your club? Got CPR trained for your sport? Say it!)
- DO let your personality shine through by linking your actions to your specific, unique interests

What are some things I should NOT do in my essay?
- Do NOT write a laundry list of campus activities – Remember, the application asks for your resume, so the person reviewing your essay already knows the list of things you do. Don’t waste space by listing your extracurriculars again. Pick something meaningful that you have done on campus and write about it in length.
- Do NOT describe the organization too much – This is an essay about YOU and what you have done! A brief sentence introducing the organization is fine, but there is no need to detail your club’s mission and functions. Instead, use the space to talk about your specific role in the club and how you have made a difference to the Emory community via your participation in the club.
- Do NOT make spelling and grammatical errors – Avoid them! The BBA program seeks students who will succeed in the program; this includes being conscientious and detail-oriented.
- Do NOT write about why you want to be in the BBA program – That’s not the prompt! You should write about your community engagement. There’s nothing wrong with a sentence at the end connecting your campus experiences to your future and what you hope to study in Goizueta and/or do after, but that should absolutely not be the bulk of your essay.
- Do NOT forget to put your name at the top of the essay – The application instructs you to do this!

Find a great story about your campus engagement and tell it! Paint a picture of who you are through describing what you have done at Emory.