

Professor Opens Doors for Business Students

AMBER GARDNER

The Business Leadership Society, (<http://mibus.com/business>) a new student organization at Brooklyn College, is the first of its kind for business students in seven years. Myles Bassell, a full-time faculty member in the Business Program, recently announced the formation of the Business Leadership Society of which he is the Faculty Advisor. Bassell is eager for the society to have longevity.

"Many student organizations exist only for a semester or two. This student organization needs to have longevity and I am working with the executive board on succession planning," said Bassell.

Bassell believes that leadership skills are critical to the success of students and that he is delighted to be involved in the effort to groom business leaders.

The faculty and administration are supportive of the Business Leadership Society.

"Professor Bell and Professor Friedman of the Economics Department have been very encouraging and supportive. Dean Milga Morales and Assistant Dean Vanessa Green are aware that we have formed the Business Leadership Society and they are both very

enthusiastic about the initiative," said Bassell.

"Professor Bassell and the Business Leadership Society have the full support and endorsement of the Dean's Office and the Center for Student Development and Leadership Programs," said Dean Morales.

The first event for the Business Leadership Society was on Friday December 8, 2006. This event, in conjunction with the National Association for Black Accountants, raised money for those with AIDS in Grenada.

The executive board for the Business Leadership Society ("B.L.S.") consists of bright students who are highly motivated. The president of the B.L.S. is Christopher Browne, who is also the Vice President of the Academic Club Association ("A.C.A.") Other executive board members include Renee Russell, Treasurer, Leerol Colquhoun, Secretary, Julia Kunelsky, Executive Vice President, and Stephney Williams, Senior Vice President.

"It is my honor to be able to coach this team," Bassell said.

Coaching and mentoring is the norm for Bassell. In fact, over the last few years he has offered his guidance to current and former students, developing their success both on and off-campus.

Having established the mentor program Campaign for Student Success, Bassell is more than a professor. On a regular basis he reviews resumes, provides

career advice and guides his students through the grueling process of graduate school admissions.

Professor Bassell's primary goals are helping students learn, preparing them for careers in business and conveying the importance of valuing cultural diversity, a mantra that he frequently expresses in all his courses, including "International Business", "Small Business Management and Minority Entrepreneurship", and "Marketing". Bassell's focus is on helping students be successful.

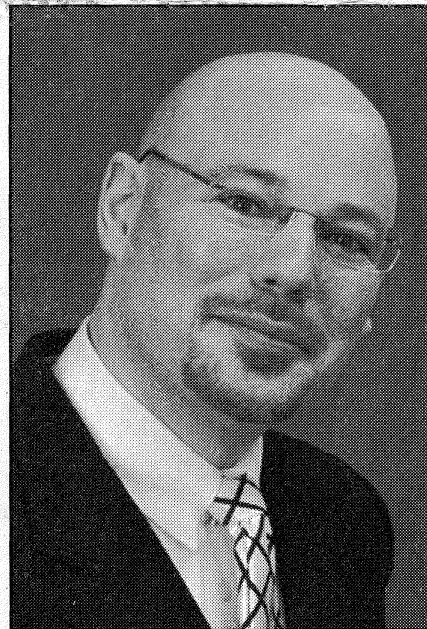
Students credit Bassell for opening their eyes to various cultures in addition to rewarding class productivity, encouraging individual improvement and ultimately preparing them for long-term careers in business.

"My students recognize that I not only embrace cultural diversity but have internalized certain aspects of different cultures. Students need to get a global perspective of marketing and business. They need to appreciate cultural diversity," said Bassell, who has developed a reputation of playing music during class from a wide variety of genres, ethnic origins and artists, including Sean Paul, Olga Tanon, Bob Marley, Faye Wong and Tito Rojas.

"My students appreciate that I make the effort to connect with them and love it when I play contemporary or ethnic music or say something in Mandarin, Patois, Ebonics or Creole," he said.

Each semester students eagerly register for Bassell's classes based on a collection of positive critiques and ratings found on the increasingly popular domain RateMyProfessor.com. Through this website, students can access vast amount of student-teacher ratings, which evaluate professors based on their easiness, helpfulness, clarity and even looks.

"Wow. Believe the hype. This guy is one of the best professors teaching at Brooklyn College," an anonymous Operations Management student wrote on Bassell's 'scorecard.' This statement is reaffirmed by a slew of similarly gen-



MYLES BASSELL: The faculty advisor of the Business Leadership Society.

erous comments, all brimming with flattering adjectives such as, "knowledgeable," "accessible," "helpful," "sincere," "humorous" and "sharp."

In 2005 a confidential evaluation administered by the City University of New York found that 90% of students said they would recommend Bassell to a friend.

However, popularity is not the motivation for all of the effort and consideration Bassell demonstrates for his students. Bassell says student success is his motivation.

Bassell, also an executive at MIB Business Management Solutions Inc., ("MIB") and author of half a dozen books including, Building a Power Brand, has no reason to feel pressured by the overwhelming feedback. Year after year, he continues to steadily gain student's praise and support.

One student declared, "Professor Bassell is definitely one of a kind. I've never met a professor so dedicated and caring. He really wants his students to learn."

Bassell optimistically validates this statement, "My objective is for my students to learn. My goal is to prepare them for a career. My desire is for each of my students to be successful."



WORKING TOGETHER: Professor Bassell with Dean Morales.