Professor Opens Doors for Business Students

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 October 10, 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 Kunelisky, Executive Vice President, and Stepheny 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 goal is 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 do 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 a reputation of playing music during class from a wide variety of genres, ethnic origins and artists, including Tony 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, Patuoi, 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 confirmed by a slew of similarly gen-

Myles Bassell: The faculty advisor of the Business Leadership Society.