

Professor Myles Bassell helps students succeed

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Posted: 9/9/08

It can be hard in the swarm of bustling college students and busy professors to find someone who will pause to listen and help.

Myles Bassell is a professor in the Business and Finance department. He's referred to as a coach by many of his students and is known for being easy to contact and easily accessible.

"In order to be an effective educator you have to be able to connect with the students in some way and for me the opportunity is in the classroom and it's something I really believe in and it's genuine, it's sincere and the students accept that and I have students that contact me after they graduate. I have a pretty vast network of students that I keep in touch with and give them advice about grad schools and resumes," said Bassell.

Bassell also takes every opportunity to have students be comfortable in his class, while learning important hands-on strategies in business management and gaining a cultural competence.

"My goal is to reach out to all students I want my students to be successful to prepare them for careers in business and to get them to appreciate different cultures and diversities," said Bassell.

To get students acquainted with each other and different cultures, he usually shows a video clip for the first few minutes of class.

Bassell said, "For example, one of the very popular Caribbean comedians Oliver

Samuels-in fact he's performed at Brooklyn College a few times and I have some video segments of him and I show that in class... for some students its resonates very well... and for other students it's an opportunity for them to be exposed to something that they've never been exposed to and so its about creating an environment in which the students can open up."

To prepare students for success in the real world, he teaches through case studies and hands-on exposure. Teaching for only the past five years, he has gained indispensable knowledge on the business world, working in business, marketing and advertising.

He tries to help students understand that the material is not just theoretical-that it is real.

"I feel like it's like my responsibility to coach students and tell them this is not academic, it is not theoretical-it is on page 472 in the book, but I'm telling you in my career I have encountered this and you need to be sensitive to it and you need to appreciate it," said Bassell.

Professor Bassell doesn't just talk about hands-on activities; he helps to run some of the effective business programs on campus, including The Entrepreneurship Experience Program (TEEP), which is integrated to his Business 50.5 course.

"TEEP is a hands-on program where they get an opportunity to manage a small business. Last semester we worked with Ryan Buck, the director of the student center to manager the café there and we're doing that again this semester," said Bassell.

He added, "It puts us into a laboratory taking us out of the classroom and puts us into a real world experience."

Last semester, Bassell also worked with his students to develop a merchandising plan for Target.

The purpose of their plan was to reach the multi-cultural consumer. Realizing that the area is extremely diverse, Target may be losing customers to local stores by not supplying cultural items. Six of his students received the \$3,000 prize Target had put up for the help in developing the plan.

These teams are a usual occurrence in Professor Bassell's class.

"They are kinda forced into working in these teams, which a lot of students don't like to do, but that's the reality of the workplace. That's how work gets done through a cross-cultural team," said Bassell.

Professor Bassell sincerely cares about the well being of his students and does more than encourage them to go above and beyond.

He gave Christopher Browne a \$500 Student Success Scholarship to help off set the expenses associated with him studying abroad.

"I met Christopher two years ago when he took 50.1 with me. He and another student said they were interested in starting a business club so they asked me to help them. They wanted me to be the advisor for the Business Leadership Society - so that's how I met Chris. And then he took another class with me and I offered to be his coach and his mentor," said Bassell.

Bassell also discussed Browne's role in other organizations on campus, including student government and the Academic Club Association (ACA). He was also sure to point out that the real story of success is not him, but his students and Christopher was just one of many who have been successful on and off campus, with the help of their coach, Professor Bassell.