

## Welcome Letter

### Professor Jermaine Whirl, MBA

I would like to welcome you all to BUSA 1105 online! I'm excited about this opportunity to teach this course to you, because business is my life and passion. This course in particular has a special theme to it. Yes, we will learn about basic economics, financial, managerial, and operational practices of a business; eventually you'll find your personal niche after examining the different operations of business. But in this course I will focus particularly on Leadership & Management. The greatest issue for individuals in the work place today is not their lack of competence skills in their area of interest but it's their lack of human relational skills. You can be the best accountant in the world, but if you don't know how to deal with people you'll never be successful. In this course, I will focus on developing your leadership skills and abilities. Noticed I didn't mention managerial style, because leadership and management are two different things! We'll get into the distinction later. But for now I want you to understand that by the end of this course, you'll be aware of your own abilities as a leader, and you'll develop ways in which you can improve them. You must remember that the greatest asset that a firm owns is its employees. Therefore, the ability to motivate them, encourage them, and empower them will lead you into success in your business and future endeavors.