

## **Loku part two video transcript**

'The best things at the masters course, a masters in Sports Business Management at Sheffield Hallam University is first of all some of the modules like Economics of Sport and I like Applied Research a lot as well and also Events Management, now those three courses are more practically oriented because economics where it's a theoretically based course but also gives you a lot of understanding on the pricing and the economics run behind sports businesses then how big an influence money actually is in today's globalised market. Applied Research and Events is more practically based, Applied Research your working towards understanding how organisations like the IOC and different Olympic organisations in different regions work and you get a really practical side of it. In applied research you actually work with a live client which is also fantastic because you get so many problems you can never think of. It really puts a lot of the teachings into perspective. So yeah those three modules were really eye catching because they were not only theoretically based but the practical side of it, I know I keep saying it but it's so important to be practical, marry the two at Sheffield Hallam University.

'What advise I would give the Indian students coming to Sheffield Hallam University is to do a masters in sports or any other course would be first of all. I know it sounds cliché but come with an open mind because the sports industry back home is totally different from what it is over here. The teaching style is also absolutely different but different is wonderful so when you come here just come with an open mind, if you come with a lot of expectations it will out you off track. The second part of it is I would suggest to them to do a little bit of reading on the sporting industry in England and how it runs because it is totally different again from back home and the workings is totally different so it does take time to get used to it. How the people expect the work to be done over here and how the industry works over here, it is really really different and takes time to get used to it.'

*Loku (sic), MSc Sport Business Management*