McMaster University

2023 Summer Programs

> "I was really inspired by what my professors taught me about how to evaluate and create an innovative startup and how to do business analysis. The innovation competition really helped me understand successful practices and my team won the 1st place prize!."
> - business major at Fudan University

Founded in 1887, our purpose at McMaster is the discovery, communication and preservation of knowledge. In our teaching, research and scholarship, we are committed to creativity, innovation and excellence.

- one of only four Canadian universities **ranked among top 100** in the world
  - ranked 85th in the Times Higher Education World University Rankings 2023
  - ranked 92th in the Shanghai Jiao Tong Ranking of World Universities 2021

- Consistently ranked as Canada's most research-intensive, medical-doctoral university by Research Infosource since 2017

- The McMaster Model, a student-centered, problem-based, transdisciplinary approach to learning that has been adopted worldwide

- Home of **three Nobel prize-winners**: McMaster Professor Bertram Brockhouse (Physics in 1994), McMaster graduates Myron Scholes (Economics, 1997), Donna Strickland (Physics, 2018)

- Top rated programs in: **Business, Engineering, Health Sciences, Humanities, Science, and Social Sciences**

Summer English Program with Entrepreneurship & Innovation Focus

This program is designed to provide participants with a foundation and to experience the application of the latest concepts, skills and English language relevant to entrepreneurship and innovation. While practicing and improving communication skills in this context, participants will have an opportunity to learn essential topics, including:

- Entrepreneurial Opportunity Identification,
- Leadership for Innovation,
- Enterprise Opportunity Development,
- Rapid Prototyping, and
- Business Launch and Development.

Program Features:

- Lectures by expert faculty from McMaster's Entrepreneurship & Innovation Program in our School of Engineering Practice
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

Program Dates: July 15 – July 30, 2023

Program Fee: $4200.00 CAD *fees include: tuition, accommodation, meal card (value: $200 CAD) for campus cafeterias, airport pick-up and drop-off, access to university facilities, weekend trips, 3-day Eastern Canada tour and university health insurance*

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Web: https://global.mcmaster.ca/about-us/ #tab-content-summer-programs

McMaster University | OFFICE OF INTERNATIONAL AFFAIRS

2023 Summer English Program with Entrepreneurship & Innovation Focus
Science/Engineering Stream
July 15– July 30, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	July 10	**July 11**	**July 12**	**July 13**	**July 14**	**July 15**	**July 16**
						Arrival	*9:00 am* *Niagara Falls* *1:00 pm* *Niagara-on-the-lake* *Outlet Mall*
	July 17	**July 18**	**July 19**	**July 20**	**July 21**	**July 22**	**July 23**
Week one	*9:00 am – 12:00 pm* *Program Overview &* *Introduction to Innovation* *12:00 noon* *Welcome Reception* *1:30 pm – 5:30 pm* *ALTITUDE Training:* *Team Building*	*9:00 am – 12:00 pm* *Universal Innovation* *Framework* *1:30 pm – 4:30 pm* *Workshop: Brain-storming* *Innovation Challenges* *6:30 pm* *Movie Night*	*9:00 am – 12:00 pm* *The Entrepreneurial* *Process* *1:00 pm –3:30 pm* *Workshop:* *Student Project* *Presentations* *3:30 pm – 5:30 pm* *Brain-Breeding Session*	*9:00 am – 12:00 pm* *Product Definition &* *Competitive Analysis* *1:00 pm –6:30 pm* *Excursion to be* *Decided*	*9:00 am – 12:00 pm* *Market Analysis* *1:30 pm – 4:30 pm* *Workshop:* *Market Research*	*Eastern Canada Trip*	*Eastern Canada Trip*
	July 24	**July 25**	**July 26**	**July 27**	**July 28**	**July 29**	**July 30**
Week Two	*Eastern Canada Trip*	*9:00 am – 12:00 pm* *Unique Value Proposition &* *Business Model Canvass* *1:30 pm – 4:30 pm* *Workshop:* *Unique Value Proposition* *Business Model Canvass*	*9:00 am – 12:00 pm* *Technology Development* *Plan & IP Protection* *1:30 pm – 4:30 pm* *Workshop:* *Proof -of-Concept and* *Minimum Viable Product* *Plan*	*9:00 am – 12:00 pm* *Presentation & Pitching* *Skills* *1:30 pm – 4:30 pm* *Workshop:* *Pitch Deck Presentation*	*9:00 am – 12:00 pm* *Pitch Competition* *with Prizes* *12:15 pm* *Graduation/Farewell* *The University Club*	*9:00 am* *Toronto CN Tower* *Eaton Centre*	*DEPARTURE*