



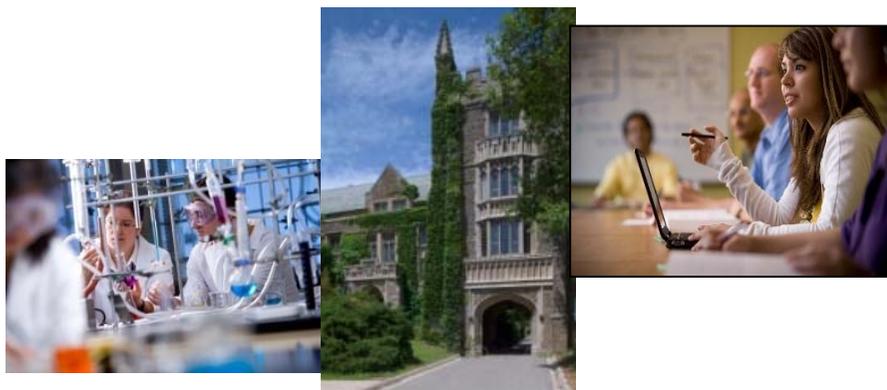
Summer English Program - Entrepreneurship & Innovation Focus

About McMaster University

Founded in 1887, at McMaster, our purpose 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 the top 100 in the world - ranked **66th** in the *Shanghai Jiao Tong Ranking of World Universities 2017* - ranked **78th** in the *Times Higher Education World University Rankings 2017*
- A medical-doctoral, research-intensive university dedicated to teaching, research and service.
- The McMaster Model, a student-centered, problem-based, interdisciplinary approach to learning that has been adopted worldwide.
- Home of two Nobel prize-winners: McMaster Professor Bertram Brockhouse (Physics in 1994), McMaster graduate Myron Scholes (Economics, 1997)
- Top rated programs in *Health Sciences, Engineering, Science, Social Sciences, Humanities and Business*

Walter G. Booth School of Engineering Practice and Technology, within the Faculty of Engineering at McMaster, is home to seven undergraduate and five graduate programs. Our unique program specializations focus on the cross-section of technology and society; in small classes, students work closely as groups to find creative solutions for a changing world.



Summer English Program - Entrepreneurship & Innovation Focus

This program is designed to provide participants with a foundation of the concepts and English language skills relevant to Entrepreneurship and Innovation. While learning and improving language skills, participants will have an opportunity to learn the essential concepts of innovative entrepreneurship, including: Entrepreneurial Opportunity Identification, Leadership for Innovation, Enterprise Opportunity Development, and Business Launch and Development.

Program Features

- Lectures by faculty members from McMaster's Entrepreneurship and Innovation graduate program and Communication Studies & Multimedia
- Highly qualified and experienced English instructors
- Access to university facilities and services
- Welcome / Farewell ceremonies
- Certificate of Graduation
- Pitch Competition (prizes for 1st, 2nd, 3rd places)
- 3-day Eastern Canada Cultural trip to Ottawa, Montreal, Quebec City and The 1000 Islands

Program Dates and Fees: July 12 - August 3 or July 5 - July 29, 2019 \$4900.00 CAD

fees include: tuition, accommodation, meals, airport pick-up and drop-off, access to university facilities, day trips, 3-day Eastern Canada tour & university health insurance

Contacts: Office of International Affairs, McMaster University,
1280 Main Street West, Hamilton, Ontario, Canada, L8S 4K1
905.525.9140 ext. 24211, 21410 fax: 905.546.5212
chenmay@mcmaster.ca www.oia.mcmaster.ca



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 12	July 13	July 14
				Arrival	Free Activities	Free Activities (9:00 am Niagara Falls 1:00 pm Niagara-on-the-lake Outlet Mall)
July 15	July 16	July 17	July 18	July 19	July 20	July 21
9:30 am – 10:00 am Program Briefing 10:00 am – 12:00 pm Language Assessment 1:30 pm – 4:30 pm Campus & Neighborhood Tour	9:00 am – 12:00 pm Academic English Class 12:00 noon Welcome Reception  1:30 pm – 4:30 pm McMaster Innovation Park 	9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Tutorial Practice	9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Tutorial Practice	9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Tutorial Practice	9:00 am Free Activities (Toronto Canada's Wonderland)	Free Activities (9:00 am Toronto CN Tower 12:00 pm Eaton Centre)
July 22	July 23	July 24	July 25	July 26	July 27	July 28
9:00 am – 12:00 pm Program Overview & Introduction to Innovation 1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities 	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 1:30 pm – 4:30 pm Workshop: Students Project Presentations	9:00 am – 12:00 pm Product Definition & Competitive Analysis 1:30 pm – 4:30 pm Workshop: Brain - Breeding Session	Eastern Canada Trip	Eastern Canada Trip	Eastern Canada Trip
July 29	July 30	July 31	August 1	August 2	August 3	August 4
9:00 am – 12:00 pm Market Analysis 1:30 pm – 4:30 pm Workshop: Market Research	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	Free Activities	Departure