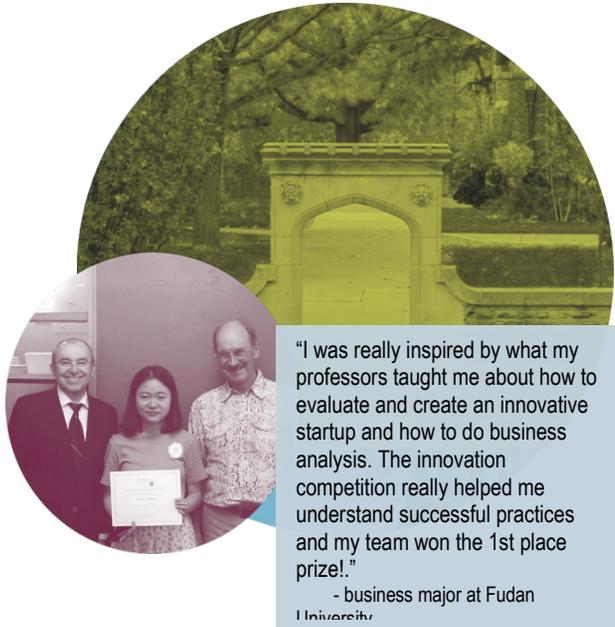


McMaster University

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**

Successful Strategies and Effective Communication for Entrepreneurs – Summer Program

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

- best practices in start-ups,
- creating positive company culture,
- effective techniques of communication and persuasion,
- understanding venture capital from the entrepreneur's perspective

This program also includes a week of preparatory English so that students can prepare to participate effectively in the program while improving their English skills for academic and workplace environments

Program Features:

- Lectures by expert faculty from McMaster's Department of Communications and Multimedia
- Highly qualified and experienced English language instructors
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

Program Dates: July 7 – July 30, 2023

Program Fee: \$5100.00 CAD *fees include: tuition, accommodation, meal card (value: \$250CAD) 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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Email: oia@mcmaster.ca, chenmay@mcmaster.ca

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



OFFICE OF
INTERNATIONAL AFFAIRS

2023 Summer English Program with Entrepreneurship & Innovation Focus

Business/Arts&Design/Social Sciences Stream

July 7 – July 30, 2023

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|------------|--|--|---|--|--|--|---|
| | | | | | July 7 | July 8 | July 9 |
| | | | | | ARRIVAL | 9:00 am Toronto CN Tower 12:00 pm Eaton Centre | 9:00 am Toronto Premium Outlet |
| | July 10 | July 11 | July 12 | July 13 | July 14 | July 15 | July 16 |
| Week One | 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 Campus & Neighborhood Tour | 9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Cultural Immersion Activity | 9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Tour of Bertrand Russell Archives | 9:00 am – 12:00 pm Presentation 1:30 pm – 4:30 pm Cultural Immersion Activity | 9:00 am Toronto Canada's Wonderland | 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 Two | 9:00 am – 12:00 pm What is Entrepreneurship? Why are relationships important? 1:30 pm – 4:30 pm What is your startup idea? Guest Panel of Successful Canadian Entrepreneurs | 9:00 am – 12:00 pm History of modern startups 1980-present 1:30 pm – 4:30 pm The Power of Leadership and Self-Awareness 6:30 pm Movie Night | 9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition 1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities  | 9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology 1:30 pm – 4:30 pm Company Visit | 9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets 1:30 pm – 4:30 pm Startup Strategy / Porter's 5-Forces The Power of Ethical Persuasion | Eastern Canada Trip | Eastern Canada Trip |
| | July 24 | July 25 | July 26 | July 27 | July 28 | July 29 | July 30 |
| Week Three | Eastern Canada Trip | 9:00 am – 12:00 pm Getting a Startup Right the First Time 1:30 pm – 4:30 pm Writing a Business Plan Tour of McMaster Innovation Park | 9:00 am – 12:00 pm Building a Positive Company Culture for Your Startup How to Sell Your Product Lean Analytics 1:30 pm – 4:30 pm Company Visit | 9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity? 1:30 pm – 4:30 pm Your Startup Pitch | 9:00 am – 12:00 pm Startup Pitch Competition with Prizes 12:15 pm Graduation/Farewell The University Club | 10:00 am Cultural Experience at the Royal Ontario Museum | DEPARTURE |