

# 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 85<sup>th</sup> in the Times Higher Education World University Rankings 2023
  - ranked 92<sup>th</sup> 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

### Program Features:

- Lectures by expert faculty from McMaster's Department of Communications and Multimedia
- 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>



OFFICE OF  
INTERNATIONAL AFFAIRS

# 2023 Summer Program- Successful Strategies and Effective Communication for Entrepreneurship

## Business/Humanities/Arts&Design/Social Sciences Stream

July 15– July 30, 2023

	Monday July 10	Tuesday July 11	Wednesday July 12	Thursday July 13	Friday July 14	Saturday July 15	Sunday 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	<p>9:00 am – 9:30 am Program Briefing</p> <p>9:30 - 12:00 What is Entrepreneurship? Why are relationships important?</p> <p>12:00 noon Welcome Lunch</p> <p>1:30 pm – 4:30 pm What is your startup idea? Guest Panel of Successful Canadian Entrepreneurs</p>	<p>9:00 am – 12:00 pm History of modern startups 1980-present</p> <p>1:30 pm – 4:30 pm The Power of Leadership and Self-Awareness</p> <p>6:30 pm Movie Night</p>	<p>9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition</p> <p>1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities</p>	<p>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</p> <p>1:00 pm – 6:30 pm Excursion to be Decided</p>	<p>9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets</p> <p>1:30 pm – 4:30 pm Startup Strategy / Porter's 5-Forces The Power of Ethical Persuasion</p>	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	<p>9:00 am – 12:00 pm Getting a Startup Right the First Time</p> <p>1:30 pm – 4:30 pm Writing a Business Plan Tour of McMaster Innovation Park</p>	<p>9:00 am – 12:00 pm Building a Positive Company Culture for Your Startup How to Sell Your Product Lean Analytics</p> <p>1:30 pm – 4:30 pm Company Visit</p>	<p>9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity?</p> <p>1:30 pm – 4:30 pm Your Startup Pitch</p>	<p>9:00 am – 12:00 pm Startup Pitch Competition with Prizes</p> <p>12:15 pm Graduation/Farewell The University Club</p>	10:00 am Toronto CN Tower Eaton Centre	DEPARTURE