

# McMaster University

## Summer Programs 2024



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 98th in the Shanghai Jiao Tong Ranking of World Universities 2023.
- No. 4 on the Maclean's annual rankings of Canadian universities.
- Consistently ranked as Canada's most research-intensive, medical-doctoral university by Research Infosource since 2017.
- 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 and skills 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
- Business Launch and Development

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 Entrepreneurship & Innovation Program in our School of Engineering Practice
- Highly qualified and experienced English language instructor
- Progress Report and Certificate of Graduation
- Pitch Competition (with special recognition for top pitches)

**Program Dates:** July 13 - August 4, 2024

**Program Fees:** \$5750.00 CAD

Fees include: tuition, accommodation, limited meal card for campus cafeterias, airport pick-up and drop-off, access to university facilities, weekend trips, university health insurance and 3-day Eastern Canada tour .

**Contact:** Office of International Affairs, McMaster University  
1280 Main Street West, Hamilton, Ontario, Canada L8S 4K1

**Email:** [oia@mcmaster.ca](mailto:oia@mcmaster.ca), [chenmay@mcmaster.ca](mailto:chenmay@mcmaster.ca)

**Web:** [global.mcmaster.ca/about-us/#tab-content-summer-programs](https://global.mcmaster.ca/about-us/#tab-content-summer-programs)



OFFICE OF  
INTERNATIONAL AFFAIRS

# 2024 Summer English Program with Entrepreneurship & Innovation Focus

July 13 - August 4, 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						<b>July 13</b>	<b>July 14</b>
						<b>ARRIVAL</b>	<b>9:00 am</b> Toronto CN Tower  <b>12:00 pm</b> Eaton Centre
<b>WEEK ONE</b>	<b>July 15</b>	<b>July 16</b>	<b>July 17</b>	<b>July 18</b>	<b>July 19</b>	<b>July 20</b>	<b>July 21</b>
	<b>9:30 am - 10:00 am</b> Program Briefing  <b>10:00 pm - 12:00 pm</b> Academic English Class  <b>1:30 pm - 4:30 pm</b> Campus & Neighborhood Tour	<b>9:00 am - 12:00 pm</b> Academic English Class  <b>12:00 noon</b> Welcome Reception  <b>1:30 pm - 4:30 pm</b> Campus & Neighborhood Tour	<b>9:00 am - 12:00 pm</b> Academic English Class  <b>1:30 pm - 4:30 pm</b> Cultural Immersion Activity	<b>9:00 am - 12:00 pm</b> Academic English Class  <b>1:30 pm - 4:30 pm</b> Tour of McMaster Nuclear Reactor facility	<b>9:00 am - 12:00 pm</b> Presentation  <b>1:30 pm - 4:30 pm</b> Cultural Immersion Activity		<b>9:00 am</b> Niagara Falls  <b>1:00 pm</b> Niagara-on-the-lake Outlet Mall
						<b>Free Activity</b>	
<b>WEEK TWO</b>	<b>July 22</b>	<b>July 23</b>	<b>July 24</b>	<b>July 25</b>	<b>July 26</b>	<b>July 27</b>	<b>July 28</b>
	<b>9:00 am - 12:00 pm</b> Program Overview & Introduction to Innovation  <b>1:30 pm - 5:30 pm</b> ALTITUDE Training: Team Building  	<b>9:00 am - 12:00 pm</b> Universal Innovation Framework  <b>1:30 pm - 4:30 pm</b> Workshop: Brain-storming Innovation Challenges  <b>6:30 pm</b> Movie Night	<b>9:00 am - 12:00 pm</b> The Entrepreneurial Process  <b>1:30 pm - 4:30 pm</b> Workshop: Student Project Presentations	<b>9:00 am - 12:00 pm</b> Product Definition & Competitive Analysis  <b>1:30 pm - 4:30 pm</b> Workshop: Brain - Breeding Session	<b>9:00 am - 12:00 pm</b> Market Analysis  <b>1:30 pm - 4:30 pm</b> Workshop: Market Research	<b>Eastern Canada Visit (Optional)</b>	<b>Eastern Canada Visit (Optional)</b>
<b>WEEK THREE</b>	<b>July 29</b>	<b>July 30</b>	<b>July 31</b>	<b>August 1</b>	<b>August 2</b>	<b>August 3</b>	<b>August 4</b>
	<b>Eastern Canada Visit (Optional)</b>	<b>9:00 am - 12:00 pm</b> Unique Value Proposition & Business Model Canvas  <b>1:30 pm - 4:30 pm</b> Workshop: Unique Value Proposition Business Model Canvas	<b>9:00 am - 12:00 pm</b> Technology Development Plan & IP Protection  <b>1:30 pm - 4:30 pm</b> Workshop: Proof-of-Concept and Minimum Viable Product Plan	<b>9:00 am - 12:00 pm</b> Presentation & Pitching Skills  <b>1:30 pm - 4:30 pm</b> Workshop: Pitch Deck Presentation	<b>9:00 am - 12:00 pm</b> Pitch Competition with Prizes  <b>12:15 pm</b> Graduation/Farewell The University Club	<b>10:00 am</b> Toronto Centre Island	<b>DEPARTURE</b>

# McMaster University

## 2024 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 98<sup>th</sup> in the Shanghai Jiao Tong Ranking of World Universities 2023
- 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 20 – August 4, 2024

**Program Fee:** \$5100.00 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 Cultural Immersion visit and university health insurance*

**Contact:** Office of International Affairs, McMaster University  
1280 Main Street West, Hamilton, Ontario, Canada, L8S 4K1

**Email:** oia@mcmaster.ca, chenmay@mcmaster.ca

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



OFFICE OF  
INTERNATIONAL AFFAIRS

# 2024 Summer English Program with Entrepreneurship & Innovation Focus

## Science/Engineering Stream

July 20– August 4, 2024

	Monday July 15	Tuesday July 16	Wednesday July 17	Thursday July 18	Friday July 19	Saturday July 20	Sunday July 21
						Arrival	9:00 am Niagara Falls  1:00 pm Niagara-on-the-lake Outlet Mall
	July 22	July 23	July 24	July 25	July 26	July 27	July 28
Week one	9:00 am – 12:00 pm Program Overview & Introduction to Innovation  12:00 noon Welcome Reception  1:30 pm –4:30 pm Campus, Community visit, 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  130 pm –4:30 pm Workshop: Student Project Presentations Brain-Breeding Session	9:00 am – 12:00 pm Product Definition & Competitive Analysis  1:00 pm -4:30 pm Group Practise visit to Nuclear Reactor	9:00 am – 12:00 pm Market Analysis  1:30 pm – 4:30 pm Workshop: Market Research	Eastern Canada Cultural Immersion visit	Eastern Canada Cultural Immersion visit
	July 29	July 30	July 31	August 1	August 2	August 3	August 4
Week Two	Eastern Canada Cultural Immersion Visit	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

## 关于麦克马斯特大学

麦克马斯特大学 1887 年创立，位于加拿大安大略省南部汉密尔顿市。汉密尔顿市环境优美安全，距多伦多，尼亚加拉瀑布及美国边境城市约一小时驾车路程。背倚自然园林的校园中，除了水平一流的教学、科研、图书、运动及食宿设施外，还拥有原子反应堆，著名哲学家罗素的档案馆以及藏有著名艺术大师作品的世界级艺术馆。学校的目标在于对知识的发掘，沟通与传承。在麦克马斯特的教学，研究和学术方面，我们致力于发明，创新，追求卓越。

- 是持续被全球主要排名系统列入世界百强 的四所加拿大优秀大学之一
  - 于“泰晤士报高等教育世界大学排名”中位居第 85 (2023)
  - 在“上海交通大学世界大学排名”中名列第 92 (2021)
- 自 2017 连续被评为加拿大医学博士，研究密集研究型大学之首，致力于教学，研究和服务。
- 在加拿大最具权威的大学评比 (Macleans') 中，名列第四，亦连年被誉为加拿大优秀大学中最富有创造力与革新精神的学府。
- 孕育三位诺贝尔奖获得者的学府：麦克马斯特教授 Bertram Brockhouse (1994 物理奖), 麦克马斯特毕业生 Myron Scholes (1997 经济奖), Donna Strickland (2018 物理奖)
- 通过以下六个学院麦克马斯特大学以富有首创精神的教学方法与设置提供一系列独特的课程：

商学院 工学院 医学院 文学院 理学院 社会科学学院



## 暑期创新创业课程简介

本课程旨在帮助学员为投身创新创业打下坚实基础并体验对与其有关的最新理念，技能及专业英语的应用。学员们在学习和交流过程中，有机会学习到创新创业学科的最前沿的理念和案例。课程设置包括：

- 创业机会的识别
- 创新领导力
- 企业科技创新与发展机会
- 快速原型制作
- 业务启动与发展

英语授课，帮助学员不仅更有效参与专业课程的学习与讨论，并提高他们在学术与工作环境中的英语技能。

## 项目课程特色

- 创新创业课程由工程学院及人文科学院教授讲授
- 一流教学设备,使用大学图书馆, 互联网,运动场地设施,
- 欢迎餐会和结业典礼
- 提供学业报告, 结业证书
- 有奖创新设计比赛
- 加拿大东部城市文化考察, 大学访问-渥太华, 蒙特利尔, 魁北克城及千岛湖

## 课程时间,学费

2024 年 7 月 20 日-8 月 4 日      \$5100 加元

(学费包括:学费, 住宿, 含 200 元校内餐厅就餐卡, 机场接送, 周末参观, 使用学校设施和服务, 加东三日访学及医疗保险)

**Contact:** 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  
oia@mcmaster.ca, chenmay@mcmaster.ca  
<https://global.mcmaster.ca/about-us/#tab-content-summer-programs>



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 19	July 20	July 21
					抵达加拿大	9:00 am 尼亚加拉瀑布  1:00 pm 尼亚加拉
July 22	July 23	July 24	July 25	July 26	July 27	July 28
<p>9:00 AM – 10:00 欢迎/课程介绍/分班</p> <p>10:00AM–12:00 PM 项目概述及 创业入门</p> <p>12:00 欢迎午餐</p> <p>1:30 PM – 4:30 PM 校园及社区参观 建立团队合作</p>	<p>9:00 AM – 12:00 PM 标准创新框架</p> <p>1:30 PM – 4:30 PM 集思广益实践: "头脑风暴"</p> <p>6:00PM 电影之夜</p>	<p>9:00 AM – 12:00 PM 创业过程</p> <p>1:30 PM – 4:30 PM 实践课: 学生阐述项目</p>	<p>9:00 AM – 12:00 PM 产品定义与 竞争力分析</p> <p>1:30 PM – 4:30 PM 实践课 思维孕育阶段 参观麦克马斯特大学反 应堆</p>	<p>9:00 AM – 12:00 PM 市场分析</p> <p>1:30 PM – 4:30 PM 实践课 市场调查研究</p>	加东考察, 访学之旅	加东考察, 访学之旅
July 29	July 30	July 31	August 1	August 2	August 3	August 4
加东考察, 访学之旅	<p>9:00 AM – 12:00 独特的价值主张与 商业模式版图</p> <p>1:30 PM – 4:30 PM 实践课 独特的价值主张与 商业模式版图</p>	<p>9:00 AM – 12:00 技术开发计划与 知识产权保护</p> <p>1:30 PM – 4:30 PM 实践课</p>	<p>9:00 AM – 12:00 演讲技巧</p> <p>1:30 PM – 4:30 PM 实践课 讲演预讲</p>	<p>9:00 AM – 12:00 有奖创新大赛</p> <p>12:15 PM 结业典礼及欢送晚宴</p>	<p>9:00AM 多伦多电视塔</p> <p>12:00PM 多伦多市政厅 伊顿中心</p>	启程回国