

## 2022 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

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 69<sup>nd</sup> in the Times Higher Education World University Rankings 2021
  - ranked 98<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**

## 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.

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 instructors
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

**Program Dates:** July 8 – July 31, 2022

**Program Fee:** \$4900.00 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*

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

**Email:** [ويا@mcmaster.ca](mailto:ويا@mcmaster.ca), [chenmay@mcmaster.ca](mailto:chenmay@mcmaster.ca)  
**Web:** <https://global.mcmaster.ca/about-us/>  
#tab-content-summer-programs

# 2022 Summer English Program with Entrepreneurship & Innovation Focus

## Business/Arts&Design/Social Sciences Stream

July 8 – July 31, 2022

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					July 8	July 9	July 10
					ARRIVAL	9:00 am Toronto CN Tower  12:00 pm Eaton Centre	9:00 am Toronto  Premium Outlet
	July 11	July 12	July 13	July 14	July 15	July 16	July 17
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 18	July 19	July 20	July 21	July 22	July 23	July 24
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 25	July 26	July 27	July 28	July 29	July 30	July 31
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