

## 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**

## 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 7 – July 30, 2023

**Program Fee:** \$5200.00 CAD *fees include: tuition, accommodation, meal card (value: \$250CAD) for campus cafeterias, airport pick-up and drop-*

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# 2023 Summer English Program with Entrepreneurship & Innovation Focus

## Science/Engineering Stream

July 7 – July 30, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					July 7	July 8	July 9
Week One					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 Two	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 McMaster Nuclear Reactor facility	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 Three	9:00 am – 12:00 pm Program Overview & Introduction to Innovation  1:30 pm – 5:30 pm ALTITUDE Training: 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  1:30 pm – 4:30 pm Workshop: Student Project Presentations	9:00 am – 12:00 pm Product Definition & Competitive Analysis  1:30 pm – 4:30 pm Workshop: Brain - Breeding Session	9:00 am – 12:00 pm Market Analysis  1:30 pm – 4:30 pm Workshop: Market Research	Eastern Canada Trip	Eastern Canada Trip
	July 24	July 25	July 26	July 27	July 28	July 29	July 30
	Eastern Canada Trip	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	10:00 am Cultural Experience at the Royal Ontario Museum	DEPARTURE

