

# 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

This program includes a week of preparatory English for students to participate more 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:** \$5200.00 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:** [oia@mcmaster.ca](mailto:oia@mcmaster.ca), [chenmay@mcmaster.ca](mailto:chenmay@mcmaster.ca)

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



OFFICE OF  
INTERNATIONAL AFFAIRS

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

## 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	9:00 am Toronto Premium
	July 10	July 11	July 12	July 13	July 14	July 15	July 16
Week One	9:30 am – 10:00 am Program Briefing	9:00 am – 12:00 pm Academic English Class	9:00 am – 12:00 pm Academic English Class	9:00 am – 12:00 pm Academic English Class	9:00 am – 12:00 pm Presentation	9:00 am Toronto Canada's Wonderland	9:00 am Niagara Falls
	10:00 am – 12:00 pm Language Assessment	12:00 noon Welcome Reception	1:30 pm – 4:30 pm Cultural Immersion Activity	1:30 pm – 4:30 pm Tour of Bertrand Russell Archives	1:30 pm – 4:30 pm Cultural Immersion Activity		1:00 pm Niagara-on-the-lake Outlet Mall
	1:30 pm – 4:30 pm Campus & Neighborhood Tour	1:30 pm – 4:30 pm Campus & Neighborhood Tour					
	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?	9:00 am – 12:00 pm History of modern startups 1980-present	9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition	9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E	9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets		
	1:30 pm – 4:30 pm What is your startup idea? Guest Panel of Successful Canadian Entrepreneurs	1:30 pm – 4:30 pm The Power of Leadership and Self-Awareness	1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities	1:30 pm – 4:30 pm The Power of AI and Digital Technology	1:30 pm – 4:30 pm Startup Strategy / Porter's 5-Forces The Power of Ethical Persuasion	Eastern Canada Trip	Eastern Canada Trip
		6:30 pm Movie Night					
	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	9:00 am – 12:00 pm Building a Positive Company Culture for Your Startup	9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity?	9:00 am – 12:00 pm Startup Pitch Competition with Prizes	10:00 am Cultural Experience at the Royal Ontario Museum	DEPARTURE
		1:30 pm – 4:30 pm Writing a Business Plan Tour of McMaster Innovation Park	How to Sell Your Product Lean Analytics	1:30 pm – 4:30 pm Your Startup Pitch	12:15 pm Graduation/Farewell The University Club		
			1:30 pm – 4:30 pm Company Visit				

