

McMaster University

Summer Programs 2024



“ My dream of going to a North American university came true by going to McMaster for a summer program. The dorms on campus were great and the teachers and students of McMaster were really nice. All the activities made it a lot of fun. The competition in groups was a great way to actively learn about entrepreneurship while still keeping it fun and friendly. I would recommend McMaster to anyone who wants to study in Canada! ”

-Tessa De Vrind, *University of Amsterdam*

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
- 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.
- The McMaster Model, a student-centered, problem-based, trans-disciplinary 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.**

Strategic Digital Transformation for Entrepreneurs

This program is designed to provide participants with a foundation of the latest concepts and skills 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,
- learning about digital transformation
- data science and AI
- understanding venture capital from the entrepreneur's perspective

Program Features:

- Lectures by expert faculties from McMaster's Department of Communications and Multimedia. and School of Business
- Progress Report and Certificate of Completion.
- Pitch Competition (with special recognition for top pitches.

Program Dates: July 20 - August 4, 2024

Program Fees: \$4,250.00* CAD

Fees include tuition, accommodation, limited meal card for campus cafeterias, airport pick-up/drop-off, weekend trips, access to university facilities, and university health insurance.

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Web: global.mcmaster.ca/about-us/#tab-content-summer-programs



OFFICE OF
INTERNATIONAL AFFAIRS

Strategic Digital Transformation: Using Data to Build Relationships, Manage Change and Make Better Decisions

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 Toronto CN Tower 1:00 pm Toronto Eaton Center
	July 22	July 23	July 24	July 25	July 26	July 27	July 28
Week One	9:00 am – 9:30 am Program Briefing 9:30 am – 12:00 pm What is Entrepreneurship? Why are relationships important? 12:00 noon Welcome Lunch 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	9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition 1:30 pm – 3:00 pm A talk at McMaster Art Gallery 3:30 pm Visit to Bertrand Russell Archives	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 Visit to McMaster Innovation Park	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	9:00 am Niagara Falls 1:00 pm Niagara-on-the-lake Outlet Mall	Free Activities
	July 29	July 30	July 31	August 1	August 2	August 3	August 4
Week Two	9:30 am – 12:00 pm The New Digital World – Key Elements: AI, Digital and Social Media 1:30 pm – 4:30 pm Digital Transformation: Every Organization is a Local Organization	9:30 am – 12:00 pm Guest Speaker Business Strategy Digital Transformation 1:30 pm – 4:30 pm Discussion Business Strategy on Digital Transformation (AI, Social and Digital Media)	9:00 am – 12:00 pm Change Management : Foundational Principles 1:30 pm – 4:30 pm Change Management in a World of Digital Transformation	9:00 am – 12:00 pm Digital Transformation: Unlocking the Power of Data-Driven Decision-Making and Analytics 1:30 pm – 4:30 pm Digital Transformation: Moving from Intuition and Experience to Data-Driven Decision Making	9:00 am – 12:00 pm Digital Transformation Startup Pitch Competition with Prizes 12:15 pm Graduation/Farewell The University Club	10:00 am Toronto Center Island	Departure