

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.**

Successful Strategies and Effective Communication for Entrepreneurs

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 13 - August 4, 2024

Program Fees: \$5,000* CAD

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

*Optional 3-day Eastern Canada tour is an additional \$750 CAD.

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OFFICE OF
INTERNATIONAL AFFAIRS

Strategic Digital Transformation:

Using Data to Build Relationships, Manage Change and Make Better Decisions

2024 Summer Program

July 13– August 4, 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						July 13	July 14
						Arrival	9:00 am Toronto CN Tower 1:00 pm Toronto Eaton Center
Week One	July 15	July 16	July 17	July 18	July 19	July 20	July 21
	9:30 am – 10:00 am Program Briefing 10:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm Campus & Neighborhood Tour	9:00 am – 12:00 pm Academic English Class 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 12:00 noon Welcome Reception 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	Free Activity	9:00 am Niagara Falls 1:00 pm Niagara-on-the-lake Outlet Mall
Week Two	July 22	July 23	July 24	July 25	July 26	July 27	July 28
	9:00 am – 9:30 am Program Briefing 9:30 am – 12:00 pm What does it mean to be Enterprise? 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 – 3:30 pm A talk at McMaster Art Gallery 4:00 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	Free Activity	Free Activity
Week Three	July 29	July 30	July 31	August 1	August 2	August 3	August 4
	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