

# McMaster University

## 2025 Summer Programs

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 98<sup>th</sup> in the Shanghai Jiao Tong Ranking of World Universities 2023
- 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
- 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**



"Participating in the McMaster Summer Program was a very valuable experience – not only academically but also personally. The two weeks of study exposed me to cutting-edge AI technologies and research methods, through refined and detailed courses. The relaxed and active atmosphere encouraged students to participate and express themselves. I made friends from all over the world, improved my English, and deepened my respect for different cultural backgrounds. I am deeply honoured to have participated in this program – it is an experience I will always treasure."  
-Qianwen He





# Summer 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.

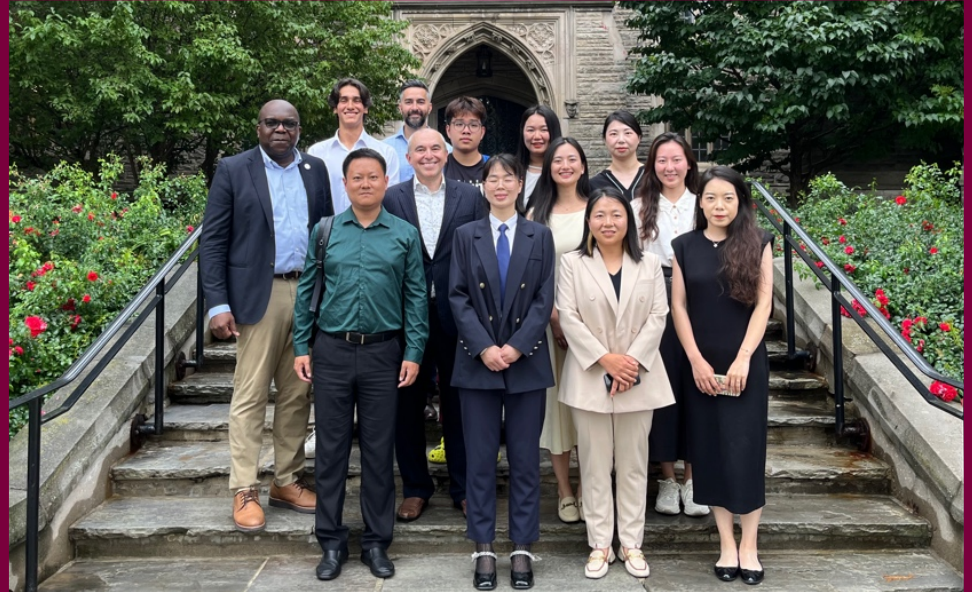
## Program Features:

- Lectures by expert faculty from McMaster's Entrepreneurship & Innovation Program in our School of Engineering Practice
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

**Program Dates:** July 14 – August 3, 2025

**Program Fee:** \$5000.00 CAD

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



"The *Strategic Digital Transformation for Entrepreneurs* program at McMaster University not only deepened my understanding of AI's applications in the business world, but also taught me invaluable lessons in leadership, entrepreneurship, and innovation. Beyond the coursework, the cultural activities provided an unforgettable opportunity to connect with extraordinary individuals from around the globe. I wholeheartedly recommend this program to anyone, regardless of age, who is passionate about leveraging cutting-edge technologies to create a brighter future."

-Carlos Morett

## Contact:

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



OFFICE OF  
INTERNATIONAL AFFAIRS

# 2025 Strategic Digital Transformation Summer Program

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

### July 14 – August 3, 2025

<b>Mon Jul 14</b>	<b>Arrival</b>			
<b>Tues Jul 15</b>	<b>9:30am-10am</b> Program Briefing	<b>10am-12pm</b> English Class	<b>1:30pm-4:30pm</b> Campus & Neighbourhood Tour	
<b>Wed Jul 16</b>	<b>9am-12pm</b> English Class		<b>1:30pm-4:30pm</b> Cultural Immersion Activity	
<b>Thurs Jul 17</b>	<b>9am-12pm</b> English Class		<b>1:30pm-4:30pm</b> Tour of Bertrand Russell Archives	
<b>Fri Jul 18</b>	<b>9am-12pm</b> Presentation		<b>1:30pm-6:30pm</b> Cultural Immersion Activity	
<b>Sat Jul 19</b>	<b>Free Activities</b>			
<b>Sun Jul 20</b>	<b>9am</b> Niagara-on-the-Lake		<b>2:30pm</b> Niagara-on-the-Lake Outlet Mall	
<b>Mon Jul 21</b>	<b>9am-9:30am</b> Program Briefing	<b>9:30am-12pm</b> What is Entrepreneurship?	<b>12:15pm</b> Welcome Lunch	<b>1:30pm-4:30pm</b> Guest Panel of Canadian Entrepreneurs
<b>Tues Jul 22</b>	<b>9am-12pm</b> The History of Modern Startups 1980-present		<b>1:30pm-4:30pm</b> The Power of Leadership and Self-Awareness	
<b>Wed Jul 23</b>	<b>9am-12pm</b> Monopoly vs. Competition The Ideology of Competition		<b>1:30pm-3:30pm</b> McMaster Art Gallery Talk	
<b>Thurs Jul 24</b>	<b>9am-12pm</b> Building a Startup Luck vs. Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology		<b>1:30pm-4:30pm</b> Visit to McMaster Innovation Park	
<b>Fri Jul 25</b>	<b>9am-12pm</b> Understanding Venture Capital The Power of Secrets		<b>1:30pm-4:30pm</b> Startup Strategy / Porter's 5 Forces The Power of Ethical Persuasion	

<b>Sat Jul 26</b>	<b>Free Activities</b>	
<b>Sun Jul 27</b>	<b>9am</b> Toronto CN Tower	<b>12pm</b> Toronto Eaton Centre
<b>Mon Jul 28</b>	<b>9:30am-12pm</b> The New Digital World – Key Elements: AI, Digital and Social Media	<b>1:30pm-4:30pm</b> Digital Transformation: Every Organization is a Local Organization
<b>Tues Jul 29</b>	<b>9:30am-12pm</b> Guest Speaker Business Strategy Digital Transformation	<b>1:30pm-4:30pm</b> Discussion: Business Strategy on Digital Transformation (AI, Social Media, and Digital Media)
<b>Wed Jul 30</b>	<b>9am-12pm</b> Change Management: Foundational Principles	<b>1:30pm-4:30pm</b> Change Management in a World of Digital Transformation
<b>Thurs Jul 31</b>	<b>9am-12pm</b> Digital Transformation: Unlocking the Power of Data-Driven Decision-Making and Analytics	<b>1:30pm-4:30pm</b> Digital Transformation: Moving from Intuition and Experience to Data-Driven Decision Making
<b>Fri Aug 1</b>	<b>9am-12pm</b> Digital Transformation Startup Pitch Competition with Prizes	<b>1:30pm-4:30pm</b> Graduation./ Farewell The University Club
<b>Sat Aug 2</b>	<b>9am</b> Canada's Wonderland	
<b>Sun Aug 3</b>	<b>Departure</b>	

