

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 85th in the Times Higher Education World University Rankings 2023
 - Ranked 98th 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.

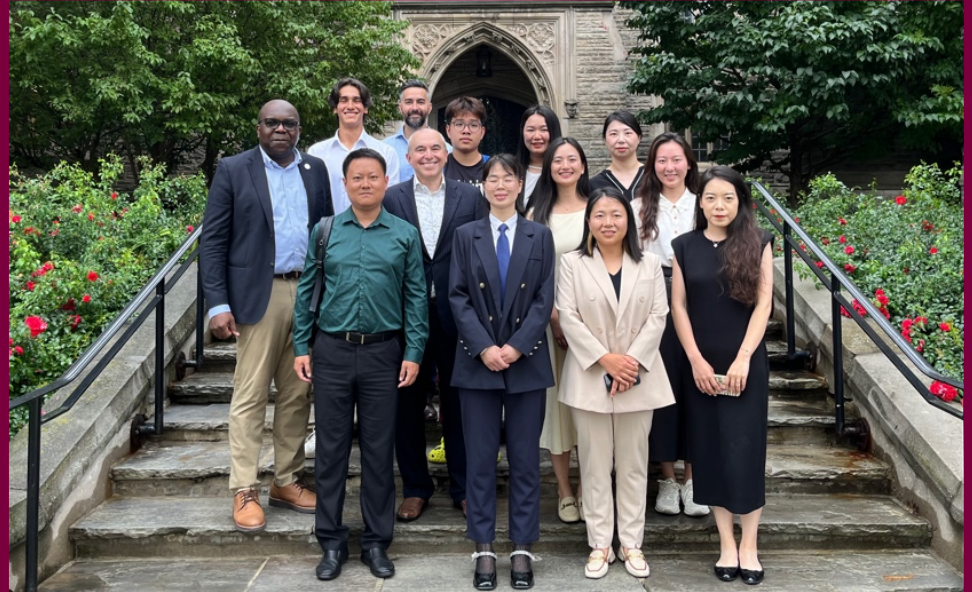
Program Features:

- 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 19 – August 3, 2025

Program Fee: \$4,350.00 CAD

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



"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

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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 19 – August 3, 2025

Sat Jul 19	Arrival			
Sun Jul 20	9am Niagara Falls		2:30pm Niagara-on-the-Lake Outlet Mall	
Mon Jul 21	9am-9:30am Program Briefing	9:30am-12pm What is Entrepreneurship? Why are relationships important?	12:15pm Welcome Lunch	1:30pm-4:30pm What is your startup idea? Guest Panel of Canadian Entrepreneurs
Tues Jul 22	9am-12pm The History of Modern Startups 1980-present		1:30pm-4:30pm The Power of Leadership and Self-Awareness	
Wed Jul 23	9am-12pm Monopoly vs. Competition The Ideology of Competition		1:30pm-3:30pm McMaster Art Gallery Talk	
Thurs Jul 24	9am-12pm Building a Startup Luck vs. Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology		1:30pm-4:30pm Visit to McMaster Innovation Park	
Fri Jul 25	9am-12pm Understanding Venture Capital The Power of Secrets		1:30pm-4:30pm Startup Strategy / Porter's 5 Forces The Power of Ethical Persuasion	

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

