

McMaster University

Summer Programs 2024



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.**

Summer English Program with Entrepreneurship & Innovation Focus

This program is designed to provide participants with a foundation and to experience the application of the latest concepts and skills 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
- Business Launch and Development

This program also includes a week of preparatory English so that students can prepare to participate effectively in the program while improving their English skills for academic and workplace environments.

Program Features:

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

Program Dates: July 13 - August 4, 2024

Program Fees: \$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 and university health insurance. *Optional 3-day Eastern Canada tour is an additional \$750 CAD.

Contact: Office of International Affairs, McMaster University
1280 Main Street West, Hamilton, Ontario, Canada L8S 4K1

Email: oia@mcmaster.ca, chenmay@mcmaster.ca

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



OFFICE OF
INTERNATIONAL AFFAIRS

2024 Summer English Program with Entrepreneurship & Innovation Focus

July 13 - August 4, 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						July 13	July 14
						ARRIVAL	9:00 am Toronto CN Tower 12:00 pm Eaton Centre
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 pm - 12:00 pm Academic English Class 1:30 pm - 4:30 pm Campus & Neighborhood Tour	9:00 am - 12:00 pm Academic English Class 12:00 noon Welcome Reception 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 1:30 pm - 4:30 pm Tour of McMaster Nuclear Reactor facility	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
	July 22	July 23	July 24	July 25	July 26	July 27	July 28
9:00 am - 12:00 pm Program Overview & Introduction to Innovation 1:30 pm - 5:30 pm ALTITUDE Training: Team Building 	9:00 am - 12:00 pm Universal Innovation Framework 1:30 pm - 4:30 pm Workshop: Brain-storming Innovation Challenges 6:30 pm Movie Night	9:00 am - 12:00 pm The Entrepreneurial Process 1:30 pm - 4:30 pm Workshop: Student Project Presentations	9:00 am - 12:00 pm Product Definition & Competitive Analysis 1:30 pm - 4:30 pm Workshop: Brain - Breeding Session	9:00 am - 12:00 pm Market Analysis 1:30 pm - 4:30 pm Workshop: Market Research	Eastern Canada Visit (Optional)	Eastern Canada Visit (Optional)	
WEEK TWO	July 29	July 30	July 31	August 1	August 2	August 3	August 4
Eastern Canada Visit (Optional)	9:00 am - 12:00 pm Unique Value Proposition & Business Model Canvas 1:30 pm - 4:30 pm Workshop: Unique Value Proposition Business Model Canvas	9:00 am - 12:00 pm Technology Development Plan & IP Protection 1:30 pm - 4:30 pm Workshop: Proof-of-Concept and Minimum Viable Product Plan	9:00 am - 12:00 pm Presentation & Pitching Skills 1:30 pm - 4:30 pm Workshop: Pitch Deck Presentation	9:00 am - 12:00 pm Pitch Competition with Prizes 12:15 pm Graduation/Farewell The University Club	10:00 am Toronto Centre Island	DEPARTURE	
WEEK THREE							