

关于麦克马斯特大学

麦克马斯特大学 1887 年创立，位于加拿大安大略省南部汉密尔顿市。汉密尔顿市环境优美安全，距多伦多，尼亚加拉瀑布及美国边境城市约一小时驾车路程。背倚自然园林的校园中，除了水平一流的教学、科研、图书、运动及食宿设施外，还拥有原子反应堆，著名哲学家罗素的档案馆以及藏有著名艺术大师作品的世界级艺术馆。学校的目标在于对知识的发掘，沟通与传承。在麦克马斯特的教学，研究和学术方面，我们致力于发明，创新，追求卓越。

- 是持续被全球主要排名系统列为世界前 100 名大学的四所加拿大优秀大学之一
 - 在“上海交通大学世界大学排名”中名列第 **90 (2019)**
 - 于“泰晤士报高等教育世界大学排名”中位居第 **72 (2019)**
- 最近两年 (2017, 2018) 连续被评为加拿大医学博士，研究密集研究型大学之首，致力于教学，研究和服务。
- 在加拿大最具权威的大学评比 (Macleans') 中，名列第四，亦连年被誉为加拿大优秀大学中**最富有创造力与革新精神**的学府。
- 孕育三位诺贝尔奖获得者的学府：麦克马斯特教授 Bertram Brockhouse (1994 物理奖), 麦克马斯特毕业生 Myron Scholes (1997 经济奖), Donna Strickland (2018 物理奖)
- 通过以下六个学院麦克马斯特大学以富有首创精神的数学方法与设置提供一系列独特的课程：

商学院 工学院 医学院 文学院 理学院 社会科学院



暑期创新创业课程简介

本暑期课程的设计宗旨是从学员教育背景与需要出发，提供专业理念知识及有关专业的英语和教学训练。学员们在学习和交流过程中，有机会学习到创新创业学科的最前沿的理念和案例。设计内容包括：创业机会的识别，带头创新的领导才能，企业中的科技创新机会和发展，以及企/事业起步与发展

项目课程特色

- 创新创业课程由工程学院及人文科学院教授讲授
- 学术英语课程由资深英语教师授课
- 立足国际高度，结合最新的案例分析，培养学员国际视野
- 一流教学设备,使用大学图书馆，互联网,运动场地设施，
- 具有北美特色的欢迎餐会和结业典礼
- 提供学业报告并颁发结业证书
- 有奖创新设计比赛
- 加拿大东部三日游-参观游览渥太华，蒙特利尔，魁北克城及千岛湖

课程时间, 学费

7月10日 - 8月2日, 2020年 \$4900 加元

学费包括: 学费，住宿，含 250 元加币校内餐厅就餐卡，机场接送，周末参观，使用学校设施和服务，加东三日访问及医疗保险

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

Founded in 1887, at McMaster, our purpose 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 75 in the world
 - ranked 66th in the Shanghai Jiao Tong Ranking of World Universities 2018
 - ranked 72th in the Times Higher Education World University Rankings 2019
- named Canada's most research-intensive, medical-doctoral university by Research Infosource in 2017 and 2018
- the McMaster Model, a student-centered, problem-based, transdisciplinary 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**



Summer English Program - Entrepreneurship & Innovation Focus

This program is designed to provide participants with a foundation of concepts, skills

and English language relevant to Entrepreneurship and Innovation. While practicing and improving language skills, participants will have an opportunity to learn essential concepts of innovative entrepreneurship, including: Entrepreneurial Opportunity Identification, Leadership for Innovation, Enterprise Opportunity Development, and Business Launch and Development.

Program Features:

- Lectures by expert faculty from McMaster's Entrepreneurship & Innovation Program and Communication Studies & Multimedia Program
- Highly qualified and experienced English language instructors
- Access to university facilities and services
- Welcome / Farewell ceremonies
- Progress Report & Certificate of Graduation
- Pitch Competition (prizes for 1st, 2nd, 3rd places)
- 3-day Eastern Canada Cultural trip to Ottawa, Montreal, Quebec City and the 1000 Islands

Program Dates: July 10 - August 2, 2020 **Program Fee:** \$4900.00

fees include: tuition, accommodation, meal card for campus cafeterias valued at \$250CAD, airport pick-up and drop-off, access to university facilities, weekend trips, 3-day Eastern Canada tour and university health insurance.

Contact: Office of International Affairs, McMaster University
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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 10	July 11	July 12
				抵达加拿大	自由活动	9:00 am 尼亚加拉瀑布 1:00 pm Niagara-on-the-lake Outlet Mall
July 13	July 14	July 15	July 16	July 17	July 18	July 19
9:30 AM – 10:00 欢迎/课程介绍/分班 10:00AM–12:00 PM 语言测试 1: 30PM – 4:30PM 校园及社区参观	9:00 AM – 12:00 PM 学术英语 12:00 PM 欢迎会 1:30 PM – 4:00 PM 文化交流活动	9:00 AM – 12:00 PM 学术英语 1:30 PM – 4:00 PM 文化交流活动	9:00 AM – 12:00 PM 学术英语 1:30 PM – 4:00 PM 参观麦克马斯特大学反应堆	9:00 AM – 12:00 PM 演讲会 1:30 PM – 4:00 PM 文化交流活动	9:00AM Canada's Wonderland 加拿大奇幻乐园	9:00AM 多伦多电视塔 12:00PM 伊顿购物中心
July 20	July 21	July 22	July 23	July 24	July 25	July 26
9:00 AM – 12:00 PM 项目概述及 创业入门 1:30 PM – 4:00 PM 攀援训练 建立团队合作	9:00 AM – 12:00 PM 标准创新框架 1:30 PM – 4:00 PM 集思广益实践：“头脑风暴” 创新挑战 6:00PM 看电影	9:00 AM – 12:00 PM 创业过程 1:30 PM – 4:00 PM 实践课：学生阐述项目	9:00 AM – 12:00 PM 产品定义与 竞争力分析 1:30 PM – 4:00 PM 实践课 思维孕育阶段	9:00 AM – 12:00 PM 市场分析 1:30 PM – 4:00 PM 实践课 市场调查研究	加东三日游	加东三日游
July 27	July 28	July 29	July 30	July 31	August 1	August 2
加东三日游	9:00 AM – 12:00 PM 独特的价值主张与 商业模式版图 1:30 PM – 4:00 PM 实践课 独特的价值主张与 商业模式版图	9:00 AM – 12:00 PM 技术开发计划与 知识产权保护 1:30 PM – 4:00 PM 实践课 概念证明与 最小可行产品规划	9:00 AM – 12:00 AM 演讲及投夺技巧 1:30 PM – 4:00 PM 实践课 讲演预讲	9:00 AM – 12: 00 AM 有奖创新大赛 12: 15 PM 结业典礼及欢送晚宴	湖中心岛野餐	返程回国

OIA Summer Program Entrepreneurship & Innovation Focus- Science/Engineering Stream

July 10 - August 2, 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 10	July 11	July 12
				Arrival	Free Activities	<p>9:00 am Niagara Falls</p> <p>1:00 pm Niagara-on-the-lake Outlet Mall</p>
July 13	July 14	July 15	July 16	July 17	July 18	July 19
<p>9:30 am – 10:00 am Program Briefing</p> <p>10:00 am – 12:00 pm Language Assessment</p> <p>1:30 pm – 4:30 pm Campus & Neighborhood Tour</p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>12:00 noon Welcome Reception </p> <p>1:30 pm – 4:30 pm Cultural Immersion Activity</p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>1:30 pm – 4:30 pm McMaster Innovation Park </p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>1:30 pm – 4:30 pm Cultural Immersion Activity</p>	<p>9:00 am – 12:00 pm Presentation</p> <p>1:30 pm – 4:30 pm Cultural Immersion Activity</p>	<p>9:00 am Toronto Canada's Wonderland</p>	<p>9:00 am Toronto CN Tower</p> <p>12:00 pm Eaton Centre</p>
July 20	July 21	July 22	July 23	July 24	July 25	July 26
<p>9:00 am – 12:00 pm Program Overview & Introduction to Innovation</p> <p>1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities </p>	<p>9:00 am – 12:00 pm Universal Innovation Framework</p> <p>1:30 pm – 4:30 pm Workshop: Brain-storming Innovation Challenges</p> <p>6:30 PM Movie Night</p>	<p>9:00 am – 12:00 pm The Entrepreneurial Process</p> <p>1:30 pm – 4:30 pm Workshop: Students Project Presentations</p>	<p>9:00 am – 12:00 pm Product Definition & Competitive Analysis</p> <p>1:30 pm – 4:30 pm Workshop: Brain - Breeding Session</p>	<p>9:00 am – 12:00 pm Market Analysis</p> <p>1:30 pm – 4:30 pm Workshop: Market Research</p>	Eastern Canada Trip	Eastern Canada Trip
July 27	July 28	July 29	July 30	July 31	Aug 1	Aug 2
Eastern Canada Trip	<p>9:00 am – 12:00 pm Unique Value Proposition & Business Model Canvass</p> <p>1:30 pm – 4:30 pm Workshop: Unique Value Proposition Business Model Canvass</p>	<p>9:00 am – 12:00 pm Technology Development Plan & IP Protection</p> <p>1:30 pm – 4:30 pm Workshop: Proof -of-Concept and Minimum Viable Product Plan</p>	<p>9:00 am – 12:00 pm Presentation & Pitching Skills</p> <p>1:30 pm – 4:30 pm Workshop: Pitch Deck Presentation</p>	<p>9:00 am – 12:00 pm Pitch Competition with Prizes</p> <p>12:15 pm Graduation/Farewell The University Club</p>	10:00 am Toronto Centre Island	Departure

2020 麦克马斯特大学创新创业暑期项目日程- 人文/社会科学/商科方向
2020年7月-8月

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 10	July 11	July 12
				抵达加拿大	自由活动	9:00 am 尼亚加拉瀑布 1:00 pm Niagara-on-the-lake Outlet Mall
July 13	July 14	July 15	July 16	July 17	July 18	July 19
9:30 AM – 10:00 欢迎/课程介绍/分班 10:00AM–12:00 PM 语言测试 1: 30PM – 4:30PM 校园及社区参观	9:00 AM – 12:00 PM 学术英语 12:00 PM 欢迎会 1:30 PM – 4:00 PM 文化交流活动	9:00 AM – 12:00 PM 学术英语 1:30 PM – 4:00 PM 文化交流活动	9:00 AM – 12:00 PM 学术英语 1:30 PM – 4:00 PM 参观麦克马斯特大学 罗素档案馆	9:00 AM – 12:00 PM 演讲会 1:30 PM – 4:00 PM 文化交流活动	9:00AM Canada's Wonderland 加拿大奇幻乐园	9:00AM 多伦多电视塔 12:00PM 伊顿购物中心
July 20	July 21	July 22	July 23	July 24	July 25	July 26
9:00 AM – 12:00 PM 自主创业的定义及 客户关系的维护 1:30 PM – 4:00 PM 辅导课 分享个人的创业想法	9:00 AM – 12:00 PM 现代新兴公司的历史 1:30 PM – 4:00 PM 领导力的重要性及自我认知 6:00PM 看电影	9:00 AM – 12:00 PM 垄断行业 vs 良性竞争 1:30 PM – 4:00 PM 辅导课 创业战略之 SWOT 分析 攀岩训练 建立团队合作	9:00 AM – 12:00 PM 创业：靠运气还是技巧 创业战略之 PESTL-E 人工智能和电子科技 1:30 PM – 4:00 PM 公司访问	9:00 AM – 12:00 PM 了解风险资本 论商业机密 1:30 PM – 4:00 PM 辅导课 创业战略之 波特五力分析模型 论道德劝说	加东三日游	加东三日游
July 27	July 28	July 29	July 30	July 31	August 1	August 2
加东三日游	9:00 AM – 12:00 PM 如何首次创业成功 1:30 PM – 4:00 PM 辅导课 写商业计划书	9:00 AM – 12:00 PM 建立积极的企业文化 如何营销你的产品 精益数据分析 1:30 PM – 4:00 PM 公司访问	9:00 AM – 12:00 AM 创业者心理 1:30 PM – 4:00 PM 辅导课 个人商业计划书	9:00 AM – 12: 00 AM 创新大赛 12: 15 PM 结业典礼及欢送晚宴	湖中心岛野餐	返程回国

OIA Summer Program Entrepreneurship & Innovation Focus - Art /Business/Social Sciences Stream

July 10 - August 2, 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 10	July 11	July 12
				Arrival	Free Activities	<p>9:00 am Niagara Falls</p> <p>1:00 pm Niagara-on-the-lake Outlet Mall</p>
July 13	July 14	July 15	July 16	July 17	July 18	July 19
<p>9:30 am – 10:00 am Program Briefing</p> <p>10:00 am – 12:00 pm Language Assessment</p> <p>1:30 pm – 4:30 pm Campus & Neighborhood Tour</p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>12:00 noon Welcome Reception</p>  <p>1:30 pm – 4:30 pm Cultural Immersion Activities</p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>1:30 pm – 4:30 pm Cultural Immersion Activities</p>	<p>9:00 am – 12:00 pm Academic English Class</p> <p>1:30 pm – 4:30 pm Visit McMaster University Innovation Park</p>	<p>9:00 am – 12:00 pm Presentation</p> <p>1:30 pm – 4:30 pm Cultural Immersion Activities</p>	<p>9:00 am Toronto Canada's Wonderland</p>	<p>9:00 am Toronto CN Tower</p> <p>12:00 pm Eaton Centre</p>
July 20	July 21	July 22	July 23	July 24	July 25	July 26
<p>9:00 am – 12:00 pm What is Entrepreneurship? Why are relationships important?</p> <p>1:30 pm – 4:30 pm Tutorial/Workshop What is your startup idea?</p> <p>Guest Panel of Success Canadian Entrepreneurs</p>	<p>9:00 am – 12:00 pm History of modern startups 1980-present</p> <p>1:30 pm – 4:30 pm The Power of Leadership and Self-Awareness</p> <p>6:30 PM Movie night</p>	<p>9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition</p> <p>1:30 pm – 5:30 pm ALTITUDE Training: Team Building Activities</p> 	<p>9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business</p> <p>1:30 pm – 4:30 pm Workshop: Startup Strategy PESTL-E The Power of AI and Digital Technology</p>	<p>9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets</p> <p>1:30 pm – 4:30 pm Workshop: Startup Strategy Porter's 5-Forces The Power of Ethical Persuasion</p>	Eastern Canada Trip	Eastern Canada Trip
July 27	July 28	July 29	July 30	July 31	Aug 1	Aug 2
Eastern Canada Trip	<p>9:00 am – 12:00 pm Getting a Startup Right the First Time</p> <p>1:30 pm – 4:30 pm Workshop: Writing a Business Plan McMaster Innovation Park</p>	<p>9:00 am – 12:00 pm Building a Positive Company Culture for Your Startup How to Sell Your Product</p> <p>1:30 pm – 4:30 pm Workshop: Lean Analytics</p> <p>Nature Hike in Cootes Paradise</p>	<p>9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity?</p> <p>1:30 pm – 4:30 pm Workshop: Your startup Pitch</p>	<p>9:00 am – 12:00 pm Startup Pitch Competition With Prizes</p> <p>12:15 pm Graduation Farewell The University Club</p>	10:00 am Toronto Centre Island	Departure