

## 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 five Canadian universities ranked among top 100 in the world - 66<sup>th</sup> in the *Shanghai Jiao Tong Ranking of World Universities 2018*; 77<sup>th</sup> in the *Times Higher Education World University Rankings 2019*
- ranked No. 4 on the *Maclean's annual rankings of Canadian universities, in the category for universities with a broad range of research and PhD programs, including medical schools*
- 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 *Health Sciences, Engineering, Science, Social Sciences, Humanities and Business*

## 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 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> places)
- 3-day Eastern Canada Cultural trip to Ottawa, Montreal, Quebec City and the 1000 Islands

**Program Dates: July 12 - August 4, 2019 Program Fee: \$4900.00**

*Program fee includes:* tuition, accommodation, meals, airport pick-up and drop-off, access to university facilities, day trips, 3-day Eastern Canada tour & university health insurance

**Contact:** Office of International Affairs, McMaster University [www.oia.mcmaster.ca](http://www.oia.mcmaster.ca)  
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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				July 12	July 13	July 14
				Arrival	Free Activities	9:00 am Niagara Falls  1:00 pm Niagara-on-the-lake Outlet Mall
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 Language Assessment  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 Cultural Immersion Activity	9:00 am – 12:00 pm Academic English Class  1:30 pm – 4:30 pm McMaster Innovation Park 	9:00 am – 12:00 pm Academic English Class  1:30 pm – 4:30 pm Cultural Immersion Activity	9:00 am – 12:00 pm Presentation  1:30 pm – 4:30 pm Cultural Immersion Activity	9:00 am Toronto Canada's Wonderland	9:00 am Toronto CN Tower  12:00 pm Eaton Centre
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 Activities  	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: Students Project Presentations	9:00 am – 12:00 pm Product Definition & Competitive Analysis  1:30 pm – 4:30 pm Workshop: Brain - Breeding Session	Eastern Canada Trip	Eastern Canada Trip	Eastern Canada Trip
July 29	July 30	July 31	August 1	August 2	August 3	August 4
9:00 am – 12:00 pm Market Analysis  1:30 pm – 4:30 pm Workshop: Market Research	9:00 am – 12:00 pm Unique Value Proposition & Business Model Canvass  1:30 pm – 4:30 pm Workshop: Unique Value Proposition Business Model Canvass	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	Free Activities	Departure

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July 22	July 23	July 24	July 25	July 26	July 27	July 28
9:00 am – 12:00 pm What is Entrepreneurship? Why are relationships important?  1:30 pm – 4:30 pm Tutorial/Workshop What is your startup idea?  Guest Panel of Success 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  6:30 PM Movie night	9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition  1:30 pm – 4:30 pm Workshop: Startup Strategy SWOT Analysis Identifying Opportunity  ALTITUDE Training: Team Building Activities	9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business  1:30 pm – 4:30 pm Workshop: Startup Strategy PESTL-E The Power of AI and Digital Technology	Eastern Canada Trip	Eastern Canada Trip	Eastern Canada Trip
July 29	July 30	July 31	August 1	August 2	August 3	August 4
9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets  1:30 pm – 4:30 pm Workshop: Startup Strategy Porter's 5-Forces The Power of Ethical Persuasion	9:00 am – 12:00 pm Getting a Startup Right the First Time  1:30 pm – 4:30 pm Workshop: Writing a Business Plan  McMaster Innovation Park 	9:00 am – 12:00 pm Building a Positive Company Culture for Your Startup How to Sell Your Product  1:30 pm – 4:30 pm Workshop: Lean Analytics  Nature Hike in Cootes Paradise	9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity?  1:30 pm – 4:30 pm Workshop: Your startup Pitch	9:00 am – 12:00 pm Startup Pitch Competition With Prizes  12:15 pm Graduation Farewell The University Club	Free Activities	Departure

