

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 75 名大学的四所加拿大优秀大学之一
 - “泰晤士报高等教育世界大学排名”第 68 位（2021）
 - “上海交通大学世界大学排名”中名列第 98 名（2020）
- 近四年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(2020)
- 在加拿大最具权威的大学评比（Maclean's'）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

本课程的设计是为参加者提供与创新，创业有关的最新理念，技能及英语方面的基础和应用经验。在围绕这一目标练习，提高语言沟通技巧的过程中，学员们有机会学习到创新创业学科最前沿的理念和案例，内容包括：

- 创业机会的识别
- 带头创新的领导才能
- 开发创业机会
- 快速成型
- 业务启动与发展

本课程第一周为专业英语强化课，为学生更有效参与专业学习作准备。

项目课程特色

- 由工学院工程实践学院创新创业学科领衔教授授课
- 资深英语教师进行一周专业英语强化提升
- 提供学业报告并颁发结业证书
- 有奖创新设计比赛

课程时间,学费

2021 年 7 月 12 日- 30 日, \$1500 加元

Contact: Office of International Affairs, McMaster University
1280 Main Street West, Hamilton, Ontario, Canada, L8S 4K1
905.525.9140 ext. 24211, 21410 Fax: 905.546.5212
oia@mcmaster.ca , chenmay@mcmaster.ca
www.oia.mcmaster.ca



McMaster University

2021 Summer Programs



"I was really inspired by what my professors taught me about how to evaluate and create an innovative startup and how to do business analysis. The innovation competition really helped me understand successful practices and my team won the 1st place prize!"
- business major at Fudan

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 69th in the Times Higher Education World University Rankings 2021
 - Ranked 98th in the Shanghai Jiao Tong Ranking of World Universities 2020
- Named Canada's most research-intensive, medical-doctoral university by Research Infosource for the fourth year in a row in 2020
- 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 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.

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 instructors
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

Program Dates: July 12 – July 30, 2021

Program Fee: \$1500.00 CAD

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

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

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



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创新创业暑期项目课程表- 理工科方向 2021年7月12日 – 30日

(日程表为美东时间 EST, 晚北京时间 12 小时)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
July 12	July 13	July 14	July 15	July 16	July 17	July 18
7:30 am – 8:00 am EST 线上实况欢迎会, 项目介绍, 日程说明 8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践	6:00 am – 7:00 am EST 线上教材学习 专业与职场英语 8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践	6:00 am – 7:00 am EST 线上教材学习 专业与职场英语 8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践	6:00 am – 7:00 am EST 线上教材学习 专业与职场英语 8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践	6:00 am – 7:00 am EST 线上教材学习 专业与职场英语 8:00 am – 10:30 am EST 线上实况 学生英语演讲		
July 19	July 20	July 21	July 22	July 23	July 24	July 25
1:30 am - 3:00 am EST 教授实况授课 课程概述 创新入门 4:00 am – 6: 00am EST 教授实况指导 实践: 团队组建	1:30 am - 3:00 am EST 教授实况授课 标准创新框架 4:00 am – 6: 00am EST 教授实况指导 集思广益实践: “头脑风暴” 创新挑战	1:30 am - 3:00 am EST 教授实况授课 创业过程 4:00 am – 6: 00am EST 教授实况指导 实践课: 学生阐述项目	1:30 am - 3:00 am EST 教授实况授课 产品定义与 竞争力分析 4:00 am – 6: 00am EST 教授实况指导 实践课 思维孕育阶段	1:30 am - 3:00 am EST 教授实况授课 市场分析 4:00 am – 6: 00am EST 教授实况指导 实践课 市场调查研究		
July 26	July 27	July 28	July 29	July 30	July 31	August 1
1:30 am - 3:00 am EST 教授实况授课 迅速成型 4:00 am – 6: 00am EST 教授实况指导 实践课 迅速成型	1:30 am - 3:00 am EST 教授实况授课 独特的价值主张与 商业模式版图 1:30 am - 3:00 am EST 教授实况授课 实践课 独特的价值主张与 商业模式版图	1:30 am - 3:00 am EST 教授实况授课 技术开发计划与 知识产权保护 1:30 am - 3:00 am EST 教授实况授课 实践课 概念证明与 最小可行产品规划	1:30 am - 3:00 am EST 教授实况授课 演讲及投夺技巧 1:30 am - 3:00 am EST 教授实况授课 实践课 夺标讲演预讲	2:00 am – 5:00 am 有奖创新大赛 结业颁奖		

2021 Summer English Program with Entrepreneurship & Innovation Focus

Science/Engineering Stream

July 12 – July 30, 2021

CST- China Standard Time (-12h EST) / JST - Japan (-13h EST) / CEST Central European Summer Time (-6h EST)

	Monday July 12	Tuesday July 13	Wednesday July 14	Thursday July 15	Friday July 16
Week One	<p>7:30 am – 8:00 am EST LIVE Program Welcome & Introduction</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English In Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Student Presentations</p>
	July 19	July 20	July 21	July 22	July 23
Week Two	<p>1:30 am – 3:00 am EST LIVE Lecture: Program Overview & Introduction to Innovation</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Teambuilding</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Universal Innovation Framework</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Brain-storming Innovation Challenges</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: The Entrepreneurial Process</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Student Project Presentations</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Product Definition & Competitive Analysis</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Brain-breeding Session</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Market Analysis</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Market Research</p>
	July 26	July 27	July 28	July 29	July 30
Week Three	<p>1:30 am – 3:00 am EST LIVE Lecture: Rapid Prototyping</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Rapid Prototyping</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Unique Value Proposition & Business Model Canvass</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Unique Value Proposition Business Model Canvass</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Technology Development Plan & IP Protection</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Workshop: Proof -of-Concept and Minimum Viable Product Plan</p>	<p>1:30 am – 3:00 am EST LIVE Lecture: Presentation & Pitching Skills</p> <p>4:00 am – 6:00 am EST LIVE Professor-led Pitch Deck Presentation</p>	<p>2:00 am – 5:00 am EST LIVE Pitch Competition & Graduation</p>



创业成功策略与有效沟通-暑期课程

- 人文/社会科学/商科方向

2021年7月12日-30日

(日程表为美东时间 EST, 晚北京时间 12 小时)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
July 12	July 13	July 14	July 15	July 16	July 17	July 18
<p>7:30 am – 8:00 am EST 线上实况欢迎会, 项目介绍, 日程说明</p> <p>8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践</p>	<p>6:00 am – 7:00 am EST 线上教材学习 专业与职场英语</p> <p>8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践</p>	<p>6:00 am – 7:00 am EST 线上教材学习 专业与职场英语</p> <p>8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践</p>	<p>6:00 am – 7:00 am EST 线上教材学习 专业与职场英语</p> <p>8:00 am – 10:30 am EST 线上实况授课 专业英语述评与实践</p>	<p>6:00 am – 7:00 am EST 线上教材学习 专业与职场英语</p> <p>8:00 am – 10:30 am EST 线上实况 学生英语演讲</p>		
July 19	July 20	July 21	July 22	July 23	July 24	July 25
<p>6:00 am – 7:00 am EST 预录视频讲座 什么是创业精神 人际关系为什么很重要</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 分享个人的创业想法</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 现代新兴公司的历史 1980 年至当前</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 领导力的重要性及自我认知</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 垄断行业 vs 良性竞争</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 学生项目演讲</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 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</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 线上访问公司</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 了解风险资本 商业机密的作用</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 创业战略之 波特五力分析模型 论道德规劝</p>		
July 26	July 27	July 28	July 29	July 30	July 31	August 1
<p>6:00 am – 7:00 am EST 预录视频讲座 领导力, 规划与讲演技巧</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 规划式讲话与演讲技巧</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 首次初创的正确途径</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 写商业计划书</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 为你创的业建立积极的企业文化 如何营销你的产品 精益数据分析</p> <p>8:00 am – 10:30 am EST 教授实况讲评课 线上访问公司</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 创业者心理 你所创之业会是一个奇点吗?</p> <p>8:00 am – 10:30 am 教授实况讲评课 学生演讲比赛</p>	<p>6:00 am – 7:00 am EST 预录视频讲座 总结, 未来重心: 获取领导力 新兴技术创新</p> <p>8:00 am – 10:30 am 教授实况讲评课 创业比赛, 结业颁奖</p>		



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2021 Successful Strategies and Effective Communication for Entrepreneurs

Arts /Business/Social Sciences Stream

July 12 – July 30, 2021

CST- China Standard Time (-12h EST) / JST - Japan (-13h EST) / CEST Central European Summer Time (-6h EST)

	Monday July 12	Tuesday July 13	Wednesday July 14	Thursday July 15	Friday July 16
Week One	<p>7:30 am – 8:00 am EST LIVE Program Welcome & Introduction</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English In Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am EST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 10:30 am EST LIVE Student Presentations</p>
	July 19	July 20	July 21	July 22	July 23
Week Two	<p>6:00 am – 7:00 am EST Lecture: What is Entrepreneurship? Why are relationships important?</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: What is your Startup idea?</p>	<p>6:00 am – 7:00 am EST Lecture: History of modern Startups 1980-present</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: The Power of Leadership and Self- Awareness</p>	<p>6:00 am – 7:00 am EST Lecture: Monopoly vs Competition The Ideology of Competition</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: Student Project Presentations</p>	<p>6:00 am – 7:00 am EST Lecture: Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology</p> <p>8:00 am – 10:30 am EST LIVE Virtual Company Visit</p>	<p>6:00 am – 7:00 am EST Lecture: Understanding Venture Capital The Power of Secrets</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: Startup Strategy / Porter's 5- Forces The Power of Ethical Persuasion</p>
	July 26	July 27	July 28	July 29	July 30
Week Three	<p>6:00 am – 7:00 am EST Lecture: Leadership, Persuasion and Presentation Skills</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: Persuasive Speaking and Presentation Skills</p>	<p>6:00 am – 7:00 am EST Lecture: Getting a Startup Right the First Time</p> <p>8:00 am – 10:30 am EST LIVE Professor-led Workshop: Writing a Business Plan</p>	<p>6:00 am – 7:00 am EST Lecture: Building a Positive Company Culture for Your Startup How to Sell Your Product Lean Analytics</p> <p>8:00 am – 10:30 am EST LIVE Virtual Company Visit</p>	<p>6:00 am – 7:00 am EST Lecture: Psychology of Startup Founders Will Your Startup be a Singularity?</p> <p>8:00 am – 10:30 am EST LIVE Pitch Deck Presentation</p>	<p>6:00 am – 7:00 am EST Lecture: Wrap Up and Future Focus: Emerging Tech Innovations for Leadership</p> <p>8:00 am – 10:30 am EST LIVE Startup Pitch Competition & Graduation</p>