

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 100 in the world
- ranked 90th in the Shanghai Jiao Tong Ranking of World Universities 2019
- ranked 72nd in the Times Higher Education World University Rankings 2020
- 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 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 (value: \$250CAD) for campus cafeterias, 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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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	9:00 am Niagara Falls 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 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 Cultural Immersion Activity	9:00 am – 12:00 pm Academic English Class 1:30 pm – 4:30 pm McMaster Nuclear Reactor	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 20	July 21	July 22	July 23	July 24	July 25	July 26
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	9:00 am – 12:00 pm Market Analysis 1:30 pm – 4:30 pm Workshop: Market Research	Eastern Canada Trip	Eastern Canada Trip
July 27	July 28	July 29	July 30	July 31	Aug 1	Aug 2
Eastern Canada Trip	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	10:00 am Royal Ontario Museum Toronto	Departure

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	9:00 am Niagara Falls 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 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 Activities	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 McMaster Bertrand Russell Archives	9:00 am – 12:00 pm Presentation 1:30 pm – 4:30 pm Cultural Immersion Activities	9:00 am Toronto Canada's Wonderland	9:00 am Toronto CN Tower 12:00 pm Eaton Centre
July 20	July 21	July 22	July 23	July 24	July 25	July 26
9:00 am – 12:00 pm What is Entrepreneurship? Why are relationships important? 1:30 pm – 4:30 pm 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 – 5:30 pm ALTITUDE Training: Team Building Activities 	9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology 1:30 pm – 4:30 pm Company Visit	9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets 1:30 pm – 4:30 pm Startup Strategy / Porter's 5- Forces The Power of Ethical Persuasion	Eastern Canada Trip	Eastern Canada Trip
July 27	July 28	July 29	July 30	July 31	Aug 1	Aug 2
Eastern Canada Trip	9:00 am – 12:00 pm Getting a Startup Right the First Time 1:30 pm – 4:30 pm 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 Lean Analytics 1:30 pm – 4:30 pm Company Visit	9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity? 1:30 pm – 4:30 pm Your startup Pitch	9:00 am – 12:00 pm Startup Pitch Competition With Prizes 12:15 pm Graduation Farewell The University Club	10:00 am Toronto Centre Island	Departure