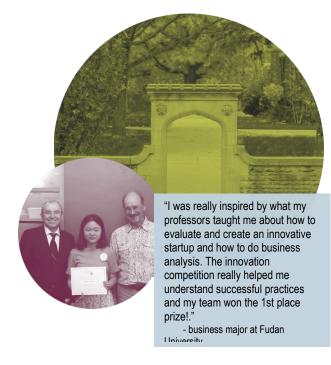
# McMaster University

2023 Summer Programs



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 85<sup>th</sup> in the Times Higher Education World University Rankings 2023
- ranked 92th in the Shanghai Jiao Tong Ranking of World Universities 2021
- Consistently ranked as Canada's most research-intensive, medicaldoctoral university by Research Infosource since 2017
- 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.

#### **Program Features:**

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

Program Dates: July 15 – July 30, 2023

**Program Fee:** \$4200.00 CAD fees include: tuition, accommodation, meal card (value: \$200 CAD) 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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Web: https://global.mcmaster.ca/about-us/
#tab-content-summer-programs



## **2023** Summer English Program with Entrepreneurship & Innovation Focus

### **Science/Engineering Stream**

July 15– July 30, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	July 10	July 11	July 12	July 13	July 14	July 15	July 16
							9:00 am Niagara Falls
						Arrival	1:00 pm Niagara-on-the-lake Outlet Mall
	July 17	July 18	July 19	July 20	July 21	July 22	July 23
Week one	9:00 am – 12:00 pm Program Overview & Introduction to Innovation  12:00 noon Welcome Reception  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  1:00 pm –3:30 pm Workshop: Student Project Presentations  3:30 pm – 5:30 pm Brain-Breeding Session	9:00 am – 12:00 pm Product Definition & Competitive Analysis 1:00 pm –6:30 pm Excursion to be Decided	9:00 am – 12:00 pm Market Analysis 1:30 pm – 4:30 pm Workshop: Market Research	Eastern Canada Trip	Eastern Canada Trip
	July 24	July 25	July 26	July 27	July 28	July 29	July 30
Week Two	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	9:00 am Toronto CN Tower Eaton Centre	DEPARTURE