

2022 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 University

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 69nd in the Times Higher Education World University Rankings 2021
 - ranked 98th in the Shanghai Jiao Tong Ranking of World Universities 2021
- Consistently ranked as Canada's most research-intensive, medical-doctoral 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.

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 11 – July 29, 2022

Program Fee: \$1500.00 CAD

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

2022 Summer English Program with Entrepreneurship & Innovation Focus

Science/Engineering Stream

July 11 – July 29, 2022

CST- China Standard Time (EST +12h)

	Monday	Tuesday	Wednesday	Thursday	Friday
	July 11	July 12	July 13	July 14	July 15
Week One	<p>7:30 am – 8:00 am CST LIVE Program Welcome & Introduction</p> <p>8:00 am – 10:30 am CST LIVE Lesson: Academic English In Practice</p>	<p>6:00 am – 7:00 am CST Lecture & Practice Material: Academic & Workplace English</p> <p>7:00 am – 9:30 am CST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am CST Lecture & Practice Material: Academic & Workplace English</p> <p>7:00 am – 9:30 am CST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am CST Lecture & Practice Material: Academic & Workplace English</p> <p>7:00 am – 9:30 am CST LIVE Lesson: Academic English Review & Practice</p>	<p>6:00 am – 7:00 am CST Lecture & Practice Material: Academic & Workplace English</p> <p>8:00 am – 9:30 am CST LIVE Student Presentations</p>
	July 18	July 19	July 20	July 21	July 22
Week Two	<p>6:00 am – 7:00 am CST Lecture Material: Program Overview & Introduction to Innovation</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Teambuilding</p>	<p>6:00 am – 7:00 am CST Lecture Material: Universal Innovation Framework</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Brain-storming Innovation Challenges</p>	<p>6:00 am – 7:00 am CST Lecture Material: The Entrepreneurial Process</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Student Project Presentations</p>	<p>6:00 am – 7:00 am CST Lecture Material: Product Definition & Competitive Analysis</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Brain-breeding Session</p>	<p>6:00 am – 7:00 am CST Lecture Material: Market Analysis</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Market Research</p>
	July 25	July 26	July 27	July 28	July 29
Week Three	<p>6:00 am – 7:00 am CST Lecture Material: Rapid Prototyping</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Rapid Prototyping</p>	<p>6:00 am – 7:00 am CST Lecture Material: Unique Value Proposition & Business Model Canvass</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Unique Value Proposition Business Model Canvass</p>	<p>6:00 am – 7:00 am CST Lecture Material: Technology Development Plan & IP Protection</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Proof -of- Concept and Minimum Viable Product Plan</p>	<p>6:00 am – 7:00 am CST Lecture Material: Presentation & Pitching Skills</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Pitch Deck Presentation</p>	<p>7:00 am – 10:00 am CST LIVE Pitch Competition & Graduation</p>