

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 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**

Successful Strategies and Effective Communication for Entrepreneurs – Summer Program

This program is designed to provide participants with a foundation of the latest concepts, skills and English language relevant to entrepreneurship. While practicing and improving communication skills in this context, participants will have an opportunity to learn essential topics, including:

- best practices in start-ups,
- creating positive company culture,
- effective techniques of communication and persuasion,
- understanding venture capital from the entrepreneur's perspective
- leadership and emerging technologies (e.g., AI)

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 Department of Communications and Multimedia and School of Business – Executive Education
- Lecture content available on-demand (in course platform)
- 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 Successful Strategies and Effective Communication for Entrepreneurs

Arts /Business/Social Sciences Stream

July 11 – July 29, 2022

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

	Monday July 11	Tuesday July 12	Wednesday July 13	Thursday July 14	Friday July 15
Week One	<p>7:30 am – 8:00 am CST LIVE Program Welcome & Introduction</p> <p>7:00 am – 9:30 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>7:00 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: What is Entrepreneurship? Why are relationships important?</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: What is your Startup idea?</p>	<p>6:00 am – 7:00 am CST Lecture: History of modern Startups 1980-present</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: The Power of Leadership and Self-Awareness</p>	<p>6:00 am – 7:00 am CST Lecture: Monopoly vs Competition The Ideology of Competition</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: Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology</p> <p>7:00 am – 9:30 am CST LIVE Virtual Company Visit</p>	<p>6:00 am – 7:00 am CST Lecture: Understanding Venture Capital The Power of Secrets</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Startup Strategy / Porter's 5- Forces The Power of Ethical Persuasion</p>
	July 25	July 26	July 27	July 28	July 29
Week Three	<p>6:00 am – 7:00 am CST Lecture: Leadership, Persuasion and Presentation Skills</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Persuasive Speaking and Presentation Skills</p>	<p>6:00 am – 7:00 am CST Lecture: Getting a Startup Right the First Time</p> <p>7:00 am – 9:30 am CST LIVE Professor-led Workshop: Writing a Business Plan</p>	<p>6:00 am – 7:00 am CST Lecture: Building a Positive Company Culture for Your Startup How to Sell Your Product Lean Analytics</p> <p>7:00 am – 9:30 am CST LIVE Virtual Company Visit</p>	<p>6:00 am – 7:00 am CST Lecture: Psychology of Startup Founders Will Your Startup be a Singularity?</p> <p>7:00 am – 9:30 am CST LIVE Pitch Deck Presentation</p>	<p>6:00 am – 7:00 am CST Lecture: Wrap Up and Future Focus: Emerging Tech Innovations for Leadership</p> <p>7:00 am – 9:30 am CST LIVE Startup Pitch Competition & Graduation</p>