



Summer English Program - Entrepreneurship & Innovation Focus

July - August, 2019

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 five Canadian universities ranked among top 100 in the world - 66th in the Shanghai Jiao Tong Ranking of World Universities 2018; 77th in the Times Higher Education World University Rankings 2019
- ranked No. 4 on the Maclean's annual rankings of Canadian universities, in the category for universities with a broad range of research and PhD programs, including medical schools
- The McMaster Model, a student-centered, problem-based, interdisciplinary 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 six Faculties:
Health Sciences, Engineering, Science, Social Sciences, Humanities and Business

Summer Business Study Tour - 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
- Access to university facilities and services
- Welcome / Farewell ceremonies
- Progress Report & Certificate of Graduation
- Pitch Competition (prizes for 1st, 2nd, 3rd places)

Program Dates and Fees: July 20 - August 3, 2019 \$3900.00CAD

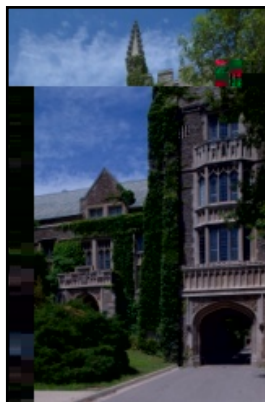
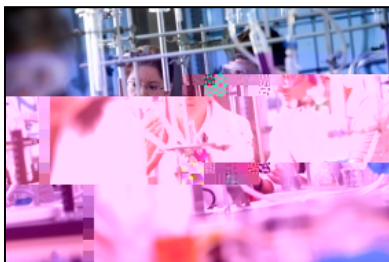
fees include: tuition, accommodation, meals, airport pick-up and drop-off, access to university facilities, day trips and university health insurance

Contact Information:

Office of International Affairs, McMaster University
1280 Main Street West, Hamilton, Ontario, Canada, L8S 4K1

905.525.9140 ext. 24211, 21410
chenmay@mcmaster.ca

fax: 905.546.5212
www.oia.mcmaster.ca



McMaster University Entrepreneurship and Innovation Program (Business Stream)
July 20 - August 3, 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
July 15	July 16	July 17	July 18	July 19	July 20	July 21
					Arrival	9:00 am Niagara Falls 1:00 pm Niagara-on-the-lake Outlet Mall
July 22	July 23	July 24	July 25	July 26	July 27	July 28
9:00 am – 12:00 pm What is Entrepreneurship? Why are relationships important? 1:30 pm – 4:30 pm Tutorial/Workshop What is your startup idea? Guest Panel of Success Canadian Entrepreneurs	9:00 am – 12:00 pm History of modern startups 1980-present 12:00 noon Welcome Reception 1:30 pm – 4:30 pm The Power of Leadership and Self-Awareness	9:00 am – 12:00 pm Monopoly vs Competition The Ideology of Competition 1:30 pm – 4:30 pm Workshop: Startup Strategy SWOT Analysis Identifying Opportunity ALTITUDE Training: Team Building Activities	9:00 am – 12:00 pm Building a Startup Luck vs Skill in Business 1:30 pm – 4:30 pm Workshop: Startup Strategy PESTL-E The Power of AI and Digital Technology	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 29	July 30	July 31	August 1	August 2	August 3	August 4
9:00 am – 12:00 pm Understanding Venture Capital The Power of Secrets 1:30 pm – 4:30 pm Workshop: Startup Strategy Porter's 5-Forces The Power of Ethical Persuasion	9:00 am – 12:00 pm Getting a Startup Right the First Time 1:30 pm – 4:30 pm Workshop: 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 1:30 pm – 4:30 pm				

