



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

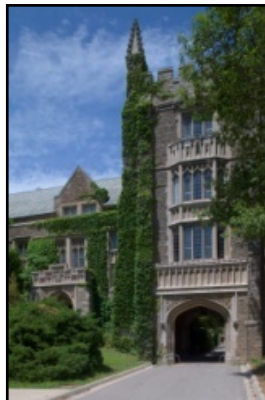
fees include: tuition, accommodation, meals, airport pick-up and drop-off, access to university facilities, day trips and university health insurance

Contact Information:

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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 Workshop: Lean Analytics Nature Hike in Cootes Paradise	9:00 am – 12:00 pm Psychology of Startup Founders Will Your Startup be a Singularity? 1:30 pm – 4:30 pm Workshop: Your startup Pitch	9:00 am – 12:00 pm Startup Pitch Competition With Prizes 12:15 pm Graduation Farewell The University Club	Departure	

学校简介：

麦克马斯特大学（McMaster University），简称麦马，世界著名学府，加拿大顶尖大学之一，U15 大学联盟成员。麦克马斯特大学成立于 1887 年，位于加拿大安大略省优美的旅游城市汉密尔顿。由加拿大参议员 William McMaster 捐赠九十万加元成立。1930 年，主校区由多伦多迁址到汉密尔顿。主校区距离多伦多，尼亚加拉大瀑布及美国边境城市水牛城约一小时驾车路程。20 世纪以来，麦马以其独特的创新性和求实理念而成为加拿大最著名的公立大学之一。学校诞生了 4 名诺贝尔奖获得者，在加拿大一流大学评比中，麦克马斯特大学连年被麦克林杂志誉为最富有创造力与革新精神的学府。开创了问题驱动教学法，影响了整个北美教学体系。

报名方式：

至国际交流中心网站“短期项目”栏目下下载出境申请表和项目报名表，将出境申请表、报名表填写完整后电子版发送 studytour_uibe@163.com。

邮件主题格式：报名 MCMASTER+本校学院名称+姓名

报名截止日期：2019 年 4 月 15 日