

McMaster University

2021 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

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 12 – July 30, 2021

Program Fee: \$1500.00 CAD

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Web: [https://global.mcmaster.ca/about-us/](https://global.mcmaster.ca/about-us/#tab-content-summer-programs)
#tab-content-summer-programs



OFFICE OF
INTERNATIONAL AFFAIRS

2021 Successful Strategies and Effective Communication for Entrepreneurs

Arts /Business/Social Sciences Stream

July 12 – July 30, 2021

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

	Monday July 12	Tuesday July 13	Wednesday July 14	Thursday July 15	Friday July 16
Week One	<p><i>7:30 am – 8:00 am EST</i> LIVE Program Welcome & Introduction</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Lesson: Academic English In Practice</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture & Practice Material: Academic & Workplace English</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Lesson: Academic English Review & Practice</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture & Practice Material: Academic & Workplace English</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Lesson: Academic English Review & Practice</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture & Practice Material: Academic & Workplace English</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Lesson: Academic English Review & Practice</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture & Practice Material: Academic & Workplace English</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Student Presentations</p>
	July 19	July 20	July 21	July 22	July 23
Week Two	<p><i>6:00 am – 7:00 am EST</i> Lecture: What is Entrepreneurship? Why are relationships important?</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: What is your Startup idea?</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: History of modern Startups 1980-present</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: The Power of Leadership and Self-Awareness</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Monopoly vs Competition The Ideology of Competition</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: Student Project Presentations</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Building a Startup Luck vs Skill in Business Startup Strategy / PESTL-E The Power of AI and Digital Technology</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Virtual Company Visit</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Understanding Venture Capital The Power of Secrets</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: Startup Strategy / Porter's 5- Forces The Power of Ethical Persuasion</p>
	July 26	July 27	July 28	July 29	July 30
Week Three	<p><i>6:00 am – 7:00 am EST</i> Lecture: Leadership, Persuasion and Presentation Skills</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: Persuasive Speaking and Presentation Skills</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Getting a Startup Right the First Time</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Professor-led Workshop: Writing a Business Plan</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Building a Positive Company Culture for Your Startup How to Sell Your Product Lean Analytics</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Virtual Company Visit</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Psychology of Startup Founders Will Your Startup be a Singularity?</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Pitch Deck Presentation</p>	<p><i>6:00 am – 7:00 am EST</i> Lecture: Wrap Up and Future Focus: Emerging Tech Innovations for Leadership</p> <p><i>8:00 am – 10:30 am EST</i> LIVE Startup Pitch Competition & Graduation</p>