

# 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 69<sup>th</sup> in the Times Higher Education World University Rankings 2021
  - Ranked 98<sup>th</sup> 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**

## 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 12 – July 30, 2021

**Program Fee:** \$1500.00 CAD

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OFFICE OF  
INTERNATIONAL AFFAIRS

# 2021 Summer English Program with Entrepreneurship & Innovation Focus

## Science/Engineering Stream

July 12 – July 30, 2021

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

	Monday	Tuesday	Wednesday	Thursday	Friday
	July 12	July 13	July 14	July 15	July 16
Week One	7:30 am – 8:00 am EST <b>LIVE Program Welcome &amp; Introduction</b>	6:00 am – 7:00 am EST <b>Lecture &amp; Practice Material: Academic &amp; Workplace English</b>	6:00 am – 7:00 am EST <b>Lecture &amp; Practice Material: Academic &amp; Workplace English</b>	6:00 am – 7:00 am EST <b>Lecture &amp; Practice Material: Academic &amp; Workplace English</b>	6:00 am – 7:00 am EST <b>Lecture &amp; Practice Material: Academic &amp; Workplace English</b>
	8:00 am – 10:30 am EST <b>LIVE Lesson: Academic English In Practice</b>	8:00 am – 10:30 am EST <b>LIVE Lesson: Academic English Review &amp; Practice</b>	8:00 am – 10:30 am EST <b>LIVE Lesson: Academic English Review &amp; Practice</b>	8:00 am – 10:30 am EST <b>LIVE Lesson: Academic English Review &amp; Practice</b>	8:00 am – 10:30 am EST <b>LIVE Student Presentations</b>
	July 19	July 20	July 21	July 22	July 23
Week Two	1:30 am – 3:00 am EST <b>LIVE Lecture Program Overview &amp; Introduction to Innovation</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Universal Innovation Framework</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: The Entrepreneurial Process</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Product Definition &amp; Competitive Analysis</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Market Analysis</b>
	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Teambuilding</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Brain-storming Innovation Challenges</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Student Project Presentations</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Brain-breeding Session</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Market Research</b>
	July 26	July 27	July 28	July 29	July 30
Week Three	1:30 am – 3:00 am EST <b>LIVE Lecture: Rapid Prototyping</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Unique Value Proposition &amp; Business Model Canvass</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Technology Development Plan &amp; IP Protection</b>	1:30 am – 3:00 am EST <b>LIVE Lecture: Presentation &amp; Pitching Skills</b>	2:00 am – 5:00 am EST
	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Rapid Prototyping</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Unique Value Proposition Business Model Canvass</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Workshop: Proof-of-Concept and Minimum Viable Product Plan</b>	4:00 am – 6:00 am EST <b>LIVE Professor-led Pitch Deck Presentation</b>	<b>LIVE Pitch Competition &amp; Graduation</b>