

McMaster University

2026 Summer Program: Strategic Digital Transformation

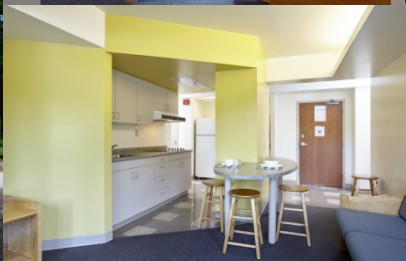
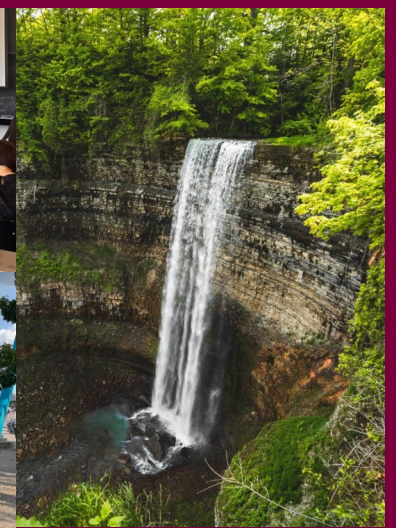
Founded in 1887, our purpose at McMaster is the discovery, communication and preservation of knowledge. In our teaching, research and scholarship, we are committed to creativity, innovation and excellence, as our researchers confront some of the world's most urgent challenges – including health innovation, AI, advanced materials and manufacturing, social justice, and more.

McMaster University is:

- **Ranked among the top 100 public universities globally** in the 2025 Times Higher Education Ranking
- No. 5 on the Maclean's 2025 Ranking of Canadian Universities
- Consistently ranked as Canada's most research-intensive, medical-doctoral university by Research Infosource since 2017
- Home to **three Nobel prize-winners**: McMaster Professor Bertram Brockhouse (Physics in 1994), McMaster graduates Myron Scholes (Economics, 1997), Donna Strickland (Physics, 2018)
- Known for top-rated programs in: **Business, Engineering, Health Sciences, Humanities, Science, and Social Sciences**



"I highly recommend this summer school program without reservation. It delivered far more than I expected, offering a profoundly insightful and critical analysis of Artificial Intelligence in a practical business context. The experience fundamentally shifted my perspective, transforming the way I view and utilize AI tools daily. The opportunity for direct, engaging discussion with the lecturer was invaluable, providing incredible real-world wisdom and fostering a mindset of continuous critical inquiry. I am still using the course materials and feel a strong, lasting inspiration from the program."
-Stefan Joveljic



Summer Program with a Strategic Digital Transformation 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:

- best practices in start-ups;
- creating positive company culture;
- effective techniques of communication and persuasion;
- learning about digital transformation;
- data science and AI; and
- understanding venture capital from the entrepreneur's perspective.

Program Features:

- Lectures by expert faculty from McMaster's Communication Studies program, with cutting-edge research on data-driven communication and management strategies
- Progress Report and Certificate of Completion
- Pitch Competition (with special recognition for top pitches)

Program Dates: July 12 – August 2, 2026

Program Fee: \$5100.00 CAD

Fees include: tuition, accommodation, limited meal card for campus cafeterias, airport pick-up and drop-off, access to university facilities, weekend trips



"The *Strategic Digital Transformation for Entrepreneurs* program at McMaster University not only deepened my understanding of AI's applications in the business world, but also taught me invaluable lessons in leadership, entrepreneurship, and innovation. Beyond the coursework, the cultural activities provided an unforgettable opportunity to connect with extraordinary individuals from around the globe. I wholeheartedly recommend this program to anyone, regardless of age, who is passionate about leveraging cutting-edge technologies to create a brighter future."
-Carlos Morett

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<https://global.mcmaster.ca/oia-summer-programs/>



OFFICE OF
INTERNATIONAL AFFAIRS

2026 Strategic Digital Transformation Summer Program

Using Data to Build Relationships, Manage Change, and Make Better Decisions

July 12 – August 2, 2026

Sun Jul 12	Arrival			
Mon Jul 13	9:30am-10am Program Briefing	10am-12pm English Class	1:30pm-4:30pm Campus & Neighbourhood Tour	
Tues Jul 14	9am-12pm English Class		1:30pm-4:30pm Cultural Immersion Activity	
Wed Jul 15			1:30pm-4:30pm Tour of Bertrand Russell Archives	
Thurs Jul 16			1:30pm-6:30pm Cultural Immersion Activity	
Fri Jul 17	9am-12pm Presentation	1:30pm-6:30pm Cultural Immersion Activity		
Sat Jul 18	Independent Activity			
Sun Jul 19	9am Niagara Falls		2:30pm Niagara-on-the-Lake Outlet Mall	
Mon Jul 20	9am-9:30am Program Briefing	9:30am-12pm What is Gen AI? State of Gen AI + Toolstack Update Setting the Scene: Why is Digital Transformation Important?	12:15pm Welcome Lunch	1:30pm-4:30pm What is Entrepreneurship? Why are Relationships Important in Business?
Tues Jul 21	8:30am-12pm What is Relational AI in a business context? Skills: Advanced Structured Prompting.		1:30pm-3:30pm Maintaining Corporate Culture through Digital Transformation. The Power of Leadership, Impression and Perception Management.	
Wed Jul 22	8:30am-12pm Skills: Using AI to go from Ideation to Script to Video in minutes. How does digital transformation improve business valuation?		1:30pm-3:30pm Tour of Bertrand Russell Archives	
Thurs Jul 23	8:30am-12pm Skills: Learn how to do a Gen AI Brand Audit. Skills: Learn how to do Generative Engine Optimization.		1:30pm-3:30pm Skills: Developing better SOPs for digital transformation. SWOT, Porter's 5 Forces, Positioning, Framing, Value, Proposition.	
Fri Jul 24	8:30am-12pm Agentic AI vs Custom GPTs: Use Cases and Definitions.		1:30pm-3:30pm Building a Startup and attracting VC money. 4Ps, Growth Share Matrix, Ansoff Matrix.	

Sat Jul 25	Free Activities	
Sun Jul 26	9am Toronto CN Tower	12pm Toronto Eaton Centre
Mon Jul 27	8:30am-12pm Skills: Automating your analytics with Gen AI. What is data-driven decision making? Issues and Opportunities in Data-Driven Gen AI Use.	1:30pm-3:30pm Building a Team for Digital Transformation.
Tues Jul 28	8:30am-12pm Finding, cleaning, and organizing your data using Gen AI for digital transformation. Skills: Using Gen AI to build a knowledge graph of your organization.	1:30pm-3:30pm Skills: Ethical Persuasion, Power, and Leadership.
Wed Jul 29	8:30am-12pm Skills: Using a framework to prepare for developing AI agents. Skills: Building a custom GPT.	1:30pm-3:30pm Change Management Principles for Digital Transformation
Thurs Jul 30	8:30am-12pm Skills: Digital Transformation: Moving from Intuition and Experience to Data-Driven Decision Making	1:30pm-3:30pm Skills: Digital Transformation: Building an experiment information practice in your business. The qualities of a good founder or entrepreneur.
Fri Jul 31	8:30am-12pm Digital Transformation Startup Pitch Competition with Prizes, featuring Canadian VIP Guest Judge	1:30pm-3:30pm Graduation/Farewell The University Club
Sat Aug 1	9am Canada's Wonderland	
Sun Aug 2	Departure	



“Participating in the McMaster Summer Program was a very valuable experience – not only academically but also personally. The two weeks of study exposed me to cutting-edge AI technologies and research methods, through refined and detailed courses. The relaxed and active atmosphere encouraged students to participate and express themselves. I made friends from all over the world, improved my English, and deepened my respect for different cultural backgrounds. I am deeply honoured to have participated in this program – it is an experience I will always treasure.”
-Qianwen He