INNOVATION & ENTREPRENEURSHIP
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
July 29 – August 16, 2019 (3 weeks)

COURSES

1. INNOVATION AND CREATIVITY FOR ENTREPRENEURS (30 HOURS)
Creativity can help us design novel products and services, while innovation is the process to bring
the new product or service to the market. Entrepreneurs and intrapreneurs should be familiar
with the different tools and methods that they can apply to design new products and services,
and how to bring them to the market. Students will be introduced to a variety of creativity and
innovation tools, such as design thinking, the business model canvas, the concept of minimum
viable product, and agile product development.

2. FUNDAMENTALS OF ENTREPRENEURSHIP (30 HOURS)
Success as an entrepreneur begins with an understanding of the key concepts and processes
involved in starting and managing a new business. This course will provide an overview of the
fundamental concepts and approaches in entrepreneurship and the tools needed for the set-up
a new venture. Topics include: idea generation, valuation techniques, funding and intellectual
property. Emphasis will be placed on the key components involved in creating a solid business
plan for a new or existing venture, with a hands-on practice of developing and presenting a
business plan.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is
English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES
→ Tuition Fees: $2175 CAD
→ Ancillary Fees: $320 CAD
→ Total Program Fees: $2495 CAD (= $1895 USD*)

→ Fees include:
  → International Health Insurance
    (for non-Canadian residents)
  → Course material
  → McGill Record of Study
  → Attestation of Completion
    of Program
  → Orientation session
  → Welcome and Farewell receptions

→ Optional:
  → Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  → Cultural and social activities (Fees to
    be announced)

→ Not included:
  → Meals

*Invoicing is in Canadian dollars, USD pricing based on the Jan. 10,
2019 rate is for comparative purposes only and is subject to change.