

INTELLIGENT INNOVATION ECOSYSTEM DESIGN

Schulich's MBA Short Summer Program



PROGRAM FACT SHEET

MASTERING TECH & INNOVATION ECOSYSTEM DESIGN: TORONTO'S STRATEGIC APPROACH

Intelligent Innovation Ecosystem Design is a two-week intensive course that unlocks the strategies behind creating a thriving Tech & Innovation Ecosystem – leveraging the incredible story of Toronto's rapid rise to global prominence. Taught by Cherry Rose Tan, the mission of this course is to empower students with the skills and experiences to master the tech landscape and to bring systems thinking to their own organizations and communities. Toronto's entry and dominance in the Tech & Innovation space, paired with Schulich's global brand and track record, brings fresh and strategic insights for standing out and adding value in such a competitive industry.

The course is strategically positioned within Toronto's vibrant tech landscape, which boasts 24,000 technology companies and 289,000 technology workers. Toronto ranks as the third-largest technology hub in North America, providing an ideal backdrop for understanding innovation ecosystem dynamics.

PROGRAM INFORMATION

Instructor: Cherry Rose Tan, Entrepreneur in Residence at Schulich School of Business

Class Profile: Combination of Schulich MBA students and exchange students from partner schools around the world

Objectives:

- Understand frameworks for sparking, scaling, and sustaining Tech & Innovation
- Analyze startup journeys across multiple verticals
- Gain skills to master the tech landscape and bring systems thinking to your own organizations and communities
- Develop critical thinking skills for ecosystem design
- Gain practical insights from Toronto's tech ecosystem

Unique Learning Experiences:

- Guest speakers from influential ecosystem design minds in Toronto
- Site visits in renowned tech companies and top tech hubs located at the heart of downtown Toronto
- Direct engagement with leading innovators and entrepreneurs
- Real-life application of ecosystem design principles
- Cultural immersion through authentic Canadian food tasting, sports tourism and engaging local activities



ELIGIBILITY

Open to all MBA students

ENROLMENT DETAILS

Enrolment term: Summer 2025
*Enrol during your Summer 2025 enrolment window

Course code: ENTR 6905 3.00

Catalogue # Q18T01

Dates: June 9 - 20, 2025

Time: 9:00 AM - 5:00 PM
*Students are expected to attend all classes and site visits

Location: Schulich School of Business
Nadal Management Centre in downtown Toronto

*Waitlisted students will be contacted if a space becomes available

PROGRAM FEE

\$ 300 CAD

*Students will be contacted for program fee payment after enrolment

PROGRAM FEE INCLUSIONS

- Course materials and readings
- Company visits and presentations
- Welcome lunch
- Farewell dinner
- Toronto Harbour Cruise and Welcome Social
- Transportation to/from company visits where required

*Optional social and cultural activities (Additional fees apply)

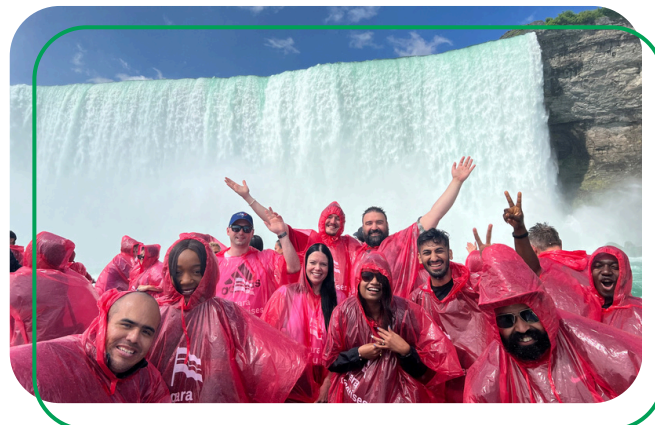
For more information, please email intrelations@schulich.yorku.ca or scan the QR code to read testimonials from last year's participants >>>



I wanted to gain foundational knowledge about the startup ecosystem and how the different actors interact to create, build, and then scale innovative businesses. I wanted to have a fun and memorable experience in one of the most vibrant cities in the world, which was further enhanced by an amazing cohort from six out of seven continents! The diversity of the cohort was special because the group was small enough for everyone to speak which enhanced the learning experience within the classes. In my personal opinion, this is what you are looking for when you travel abroad for an immersive journey, and that was totally achieved.



Angel Roca, MBA Candidate '24
National University Singapore



The site visits offered us the chance to observe and understand how theories and concepts learned in the classroom are applied in real business settings. This practical exposure helps bridge the gap between academic knowledge and practical application, making the learning experience more comprehensive and relevant.



Xuyu Wang, MBA Candidate '25
Nanyang Business School



PROGRAM HIGHLIGHTS

Startup Ecosystems: Tech and Innovation

Mastering the Innovation Flywheel: Understand the components behind a thriving ecosystem and how these come together to move tech and innovation forward

The Inner Workings of Incubators and Accelerators: Discover the importance of incubators and accelerators, and their purposeful design in seeding new ideas

The Growing Hunger for Venture Capital: Explore the all-time high of venture capital, and the historical context behind this asset class in innovation

The Strategic Rise of Corporate Innovation: Gain a practical understanding of how corporations are investing into innovation, both in-house & in partnership

The Pivotal Role of Governmental Organizations: Learn the underutilized and massive resources of government, and how they are incentivized to scale startups

The Talent Advantage of Diversity and Inclusion: Understanding why diversity and inclusion is the leading strategy for building intentional and vibrant ecosystems

SAMPLE ITINERARY

| WEEK 1 | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------|--|--|--|---|---|---|
| Morning | Arrival & Welcome Orientation | Lecture Session: Innovating with Universities and Colleges | Lecture Session: The Role of Incubators and Accelerators | Lecture Session: The Rise of Corporate Innovation | Lecture Session: Working with Service Providers | Day Trip to Niagara Falls & Niagara on the Lake |
| Afternoon | Welcome Lunch | Lunch break | Free Time | Lunch break | Free Time | |
| | Lecture Session: Understanding the Innovation Flywheel | Site Visit | | Site Visit | | |
| Evening | Free Time | Free Time | Blue Jays Baseball Game | Free Time | Free Time | |
| | Harbour Tour | | | Free Time | | |
| | Welcome Social | | | | | Free Time |

| WEEK 2 | Monday | Tuesday | Wednesday | Thursday | Friday |
|-----------|---|--|---|---|---|
| Morning | Lecture Session: Strategizing for Venture Capital | Lecture Session: Leveraging Governmental Support | Lecture Session: Why Diversity, Equity and Inclusion Matter | Lecture Session: Integrating Mental Health and Resilience | Lecture Session: Consulting Presentations |
| Afternoon | Free Time | Free Time | Free Time | Free Time | Free Time |
| | Walking Food Tour | Site Visit | | | |
| Evening | | Free Time | | Schulich Start-Up Night | Farewell Dinner at CN Tower |

Academic sessions | Social and cultural activities

Note: Schedule of lecture sessions, site visits, and variety of cultural activities may be subject to change.

