

DESIGNING STARTUP COMMUNITIES: INSIDE TORONTO'S INNOVATION ECOSYSTEM

Schulich's MBA Short Summer Program



PROGRAM FACT SHEET

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

Designing Startup Communities: Inside Toronto's Innovation Ecosystem 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 Marie Chevrier Schwartz, 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

Course Instructor: Marie Chevrier Schwartz

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 2026

*Enrol during your Summer
2026 enrolment window

Course code: ENTR 6905 3.00

Catalogue # V73V01

Dates: June 1 - 12, 2026

Time: 9:00 AM - 5:00 PM

*Attendance is mandatory for all
classes and site visits (the first
day event and select visits may
be scheduled early in the
evening)

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

*Waitlisted students will be contacted if a space
becomes available

PROGRAM FEE

\$ 320 CAD

*Students will be contacted for program fee payment
after enrolment

PROGRAM FEE INCLUSIONS

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

*Participation in additional activities are optional
(fees apply)

For more information, please email
intlrelations@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		
	Harbour Tour	Free Time		Free Time		
Evening	Welcome Social		Blue Jays Baseball Game		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	Walking Food Tour	Lunch break	Free Time	Free Time	Free Time
		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.

