MOHAMMED VI
POLYTECHNIC
UNIVERSITY

School of
Collective
Intelligence

EXECUTIVE MASTER

Collective Intelligence

Collaborative methods to solve complex problems

Business and Management Pole

## ABOUT
MOHAMMED VI POLYTECHNIC UNIVERSITY

Mohammed VI Polytechnic University is an institution oriented towards applied research and innovation, which aims to be among the world-renowned universities in these fields.

The University is committed to an education system based on the highest international standards in crucial fields such as science and technology, humanities, economics and social sciences for the sustainable economic development of Morocco and the African continent.

This allows Mohammed VI Polytechnic University to consolidate Morocco's avant-garde position in these fields through the implementation of a unique partnership approach and the strengthening of its academic and executive education programs in relevant skills, for the future of Africa.

Located in the town of Benguerir, near Marrakech, and situated in the heart of Mohammed VI Green City, Mohammed VI Polytechnic University intends to combine local roots and a national, continental and international influence.
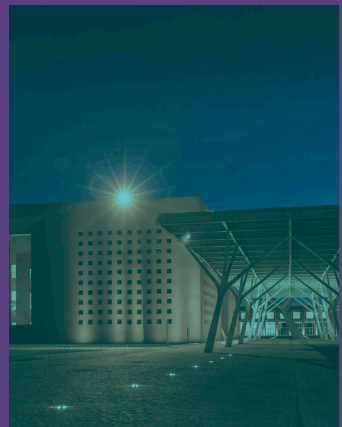
You are most welcome to join us

BUSINESS AND MANAGEMENT POLE

SCHOOL OF COLLECTIVE INTELLIGENCE

The School of Collective Intelligence is committed to addressing the most complex challenges facing society.

Founded in June 2019, we created **the world's first accredited masters in collective intelligence**, launched three research laboratories, and accompanied partners such as the Obama Foundation and Facebook as well as leading companies in Morocco.

At our campus in Rabat and Ben Guérir, we offer research, teaching and training programs that will help advance our emerging field. Research collaborations include scholars from leading institutions such as MIT, NYU, and Ecole normale supérieure-Paris.

OUR MISSION

1. Generate new knowledge about human collaboration through world-class research.
2. Help leaders unlock the intelligence of teams, businesses and communities.
3. Break down barriers for a more collaborative and sustainable world.

WHAT IS **COLLECTIVE INTELLIGENCE?**

Collective intelligence (CI) describes the ability of groups to outperform individuals in learning, decision-making, and problem-solving.

The science of collective intelligence explores the mechanisms behind these collaborations and the conditions by which they succeed.

WHY DOES THE WORLD **NEED** COLLECTIVE INTELLIGENCE?

As problems in business and society grow more complex, solving them requires many minds to work together well. Group intelligence doesn't just happen - it must be organized and equipped for the task at hand.

Teams, companies, and societies are discovering that solving big problems requires new forms of collaboration.

By understanding the human mind, we can transform organizations to make better use of the intelligence they already have - and reinforce their creativity, well-being, and resilience.

LEARNING OBJECTIVES

Master collaborative and crowdsourcing methods to solve business problems

Become a catalyst for change within your team and company

This course is built on a new model of **science-based executive education**. Rather than learning abstract concepts alone, students will work on a concrete business challenge from their team for which collective intelligence could provide a solution.

Through discussions and business simulations, our international faculty will train you in the latest CI advances and tools, and you will learn how to **design and scientifically test solutions to challenges facing your team**.

ACQUIRED SKILLS

• Develop an entrepreneurial and collaborative mindset for complex business problems.

• Learn methods of co-construction with clients and external partners.

• Master the latest digital tools: prediction markets, team diagnostics, deliberative platforms.

TARGET AUDIENCE

To high potential employees of companies or public institution whose mission is to :

• Lead and sustain a dynamic of transformation.

• Solve complex problems in collaboration with partners and stakeholders.

FORMAT

9-month program; 40 sessions in 2.5-day blocks, at Rabat or Benguerir.
Hybrid in-person and "flipped classroom" format to create a flexible learning experience.

CURRICULUM

MODULES

INITIATION

• Welcome

Core concepts ; diagnostic collective intelligence of a team

• Cognition

Identify and reduce cognitive biases within a team

CI METHODS

• Complex problems

Deconstruct a problem to work on the root causes

• Data collection

Collect data using the latest quantitative and qualitative methods

• Creativity

Build an environment that generate and spread new ideas

• Prediction

Use the crowd wizdom to anticipate risks and analyze the impact of decisions.

• Deliberation & decision

Design the right decision making methods for your teams

LEADERSHIP & VISION

• Storytelling

Learn technics to inspire and motivate others

• Vision

Develop a clear vision to align stakeholders

LEADING CHANGE

• Dialogue

Gather feedback from stakeholders and bring out tacit knowledge

• Behavior change

Strengthen motivation, commitment and well-being within the team

• Learning organization

Launch and sustain transformation through continuous learning

LEARNING BY DOING

Students will benefit from state-of-the-art scientific knowledge from UM6P's international faculty.

They will apply that knowledge right away through simulations, group exercises, and business games.

In the process, students will discover methods and digital tools they can use in their day-to-day work.

APPLIED PROJECTS

To complete the course, students will identify a business challenge and work with professors to develop a project using methods of collective intelligence. Projects will be incubated in workshops and presented in the final week.

INTERNATIONAL PEDAGOGICAL COMMITTEE

Dr. Lex PAULSON
(UM6P/Sciences Po-Paris)

Leadership, participatory methods

Co-founder of the School of Collective Intelligence, Dr. Paulson has trained leaders in government and business in over 20 countries. A mobilization strategist for the campaigns of Barack Obama and Emmanuel Macron, he studied political theory at Yale and Cambridge before earning his PhD at the Sorbonne. His work centers on leadership and democratic innovation.


Dr. Cathal O'MADAGAIN
(UM6P)

Scientific Director

Cognitive science, philosophy
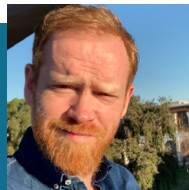
Prof. O'Madagain's work explores the social foundations of human thinking. He studied at the University of Toronto and previously worked as a research scientist at the Max Planck Institute for Evolutionary Anthropology. Current projects include work on the development of rationality in humans and great apes, and the role of reasons in the transmission of new technologies and ideas.

Dr. Emile SERVAN-SCHREIBER
(UM6P)

Strategy, prediction
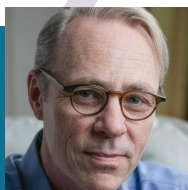
Dr. Servan-Schreiber's work studies the power of groups to predict and innovate. Earning his PhD at Carnegie Mellon University, he has helped leading companies in Europe and North America harness collective intelligence to forecasts better and decide smarter. Co-creator of the Hypermind prediction platform, he is author of "Supercollectif: la nouvelle puissance de nos intelligences" (Fayard, 2018).

Dr. Florencia DEVOTO
(UM6P)

Development economics, education

Dr. Florencia Devoto undertakes experimental work to measure the effectiveness of programs and policies on household decisions in developing countries. With a doctorate from the Paris School of Economics and an MPA in international development from Harvard Kennedy School, his research explores a variety of issues in the fields of microfinance, labor and education.


Dr. James WINTERS
(UM6P)

Cognitive science, social computing

Dr. James Winters works as a cognitive scientist in the areas of cultural evolution, problem solving, and communication. With a PhD in Linguistics from the Center for Language Evolution at the University of Edinburgh, his primary aim is to address questions about the open-endedness of human problem-solving capabilities and why they are unique in the animal kingdom.

Dr. Mark KLEIN
(UM6P/MIT)

Data science, artificial intelligence
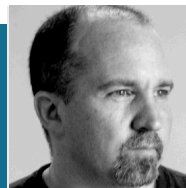
Dr. Mark Klein is the Senior Scientic Advisor in SCI as well as a research scientist at the MIT Center for Collective Intelligence. His research is developing computer technologies that enable greater 'collective intelligence' in large groups faced with complex decisions.

Applicant profile

- Minimum 5 years professional experience, 2 years in management role
- Demonstrated French and English proficiency
- Curiosity and a collaborative spirit

Application requirements

- Curriculum vitae (CV)
- Motivation letter
- Copy of ID/passport
- Copy of all diplomas or degree certificates
- Two professional references (contact information only)

Selection process

- Review of professional qualifications
- Review of motivation letter and references
- Oral interview

Admissions calendar

Would you like to join us?

We invite you to complete the requested information and send to: **CIMaster@um6p.ma**

If you are shortlisted, you will be invited to an oral interview in keeping with the following schedule:

- **May 31:** Application deadline
- **June 1 - 15:** Candidate interviews
- **June 18:** Admission results announced
- **June 23:** Program launch in Benguerir
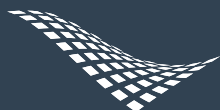
Duration
9 months

Seats
20-25 students

Training venue
ABS-Rabat
UM6P-Benguerir
and online

Language
French
and English

FOR MORE INFORMATION

Coordinators : Mr. Mohcine Abad, UM6P
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