



## **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, 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.





# EXECUTIVE MASTER COLLECTIVE INTELLIGENCE

## 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 scientific concepts, methods, and tools, and you will learn how to **design and facilitate collaborative solutions to challenges in your organization**.

## ACQUIRED SKILLS

- Develop entrepreneurial and collaborative leadership skills for complex business problems.
- Learn methods of collective problem-solving in your team or organization.
- Master the latest digital tools for collective intelligence: prediction markets, team diagnostics, deliberative platforms, and more.

## TARGET AUDIENCE

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

- Lead and sustain complex transformations.
- Solve complex problems in collaboration with colleagues, partners and stakeholders.

## FORMAT



12-month program; 36 sessions in 2-day blocks, in Rabat or BenGuerir.

Most sessions in-person; hybrid “flipped classroom” format creates a flexible learning experience.



# CURRICULUM

## MODULES

### CORE CONCEPTS

- **Welcome**

The science of collective intelligence applied to business and public sector; case studies and key insights from cognitive and data science

- **Cognition**

Understand the cognitive building blocks of collaboration; identify and reduce cognitive biases within a team

- **Prediction**

Use “the wisdom of the crowd” to anticipate risks and analyze the impact of strategic decisions.

- **Deliberation & decision**

Design the right decision-making methods for your team; reinforce the legitimacy of your strategy internally and externally

### COLLECTIVE PROBLEM-SOLVING

- **Leadership and narrative**

Methods of individual and collective storytelling to build cohesion and shared purpose

- **Problem definition**

Define and deconstruct complex problems using knowledge visualization and human-centered design

- **Creativity**

Raise the volume and quality of new ideas generated by your team or organization

### LEADING CHANGE

- **Dialogue and psychological safety**

Bring tacit knowledge to the surface to explore and solve the most complex challenges

- **Behavior change**

Strengthen motivation, commitment and well-being within the team

- **Learning organizations**

Launch and sustain transformation through continuous learning loops

## FINAL THESIS

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 the source of a final thesis to be defended in front of a jury of SCI faculty.

## 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 for small- and large-scale collaborations.

# INTERNATIONAL PEDAGOGICAL COMMITTEE

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

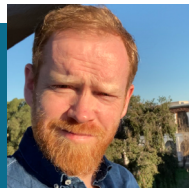
Leadership,  
participatory methods



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)

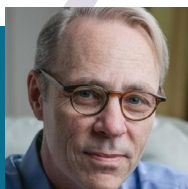
Scientific Director  
Cognitive science,  
philosophy



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)

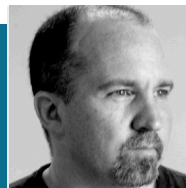
Cognitive science,  
social computing



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 Scientific 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.

## ADMISSION

### 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 15:** Application deadline
- **June 15 - 23:** Candidate interviews
- **June 1st:** Admission results announced
- **June 22:** Program launch



**Duration**  
12 months



**Seats**  
20-25 students

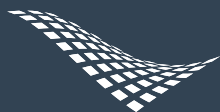


**Training venue**  
UM6P-Salé  
UM6P-Benguerir  
and online



**Language**  
French  
and English

## FOR MORE INFORMATION



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متعددة التخصصات التقنية  
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