



School of  
**Collective**  
Intelligence

A group of five people are standing on a wide, light-colored stone staircase in a modern building with orange and white architectural elements. A man in a dark suit is speaking into a microphone and holding a colorful map. To his left, a woman in a white jacket and a man in a dark suit with his arms crossed listen. To his right, a man in a blue button-down shirt also listens. In the foreground, the backs of several audience members' heads are visible, showing they are seated and facing the speakers.

**EXECUTIVE MASTER**  
Collective Intelligence

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 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.

# EXECUTIVE MASTER COLLECTIVE INTELLIGENCE

## LEARNING OBJECTIVES

The Executive Master in Collective Intelligence will enable you to:

Master crowdsourcing and collaborative 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**.

## METHODS AND TOOLS

- Master the latest digital tools: prediction markets, smart surveys, deliberative platforms
- Learn methods of co-construction with clients and external partners
- Develop a scientific mindset for complex problems in business and society



## FORMAT



9-month program; 40 sessions in 2.5-day blocks.  
Hybrid in-person and “flipped classroom” format to create a flexible learning experience.



# CURRICULUM

## MODULES

### Leadership

- Creating a shared vision
- Entrepreneurial mindset
- Building a project team
- From ideas to action

### Innovation

- The collective brain
- Opportunity discovery
- Team creativity
- Deliberation and decision

### Data

- Gathering data from the community
- Machine learning & AI
- Smarter predictions
- Seeing the cultural context

### Communities

- Co-constructing projects
- Mapping social networks
- Mobilizing partners
- Coalitions for change

## 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.

## 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.



## 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. At SCI he leads research on collaborative learning and on cross-cultural differences in the ways we share information and solve problems in groups.

**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. Ikram CHAIRI**  
(UM6P)

Data analysis



Dr. Chairi's research interests focus on data science and machine learning, with a special interest in developing algorithms to treat the anomalies found in raw data. She received her PhD in Machine Learning from University Abdelmalek Essaâdi and did post-doctoral research at the Laboratory of Applied Artificial Intelligence of University Carlos III of Madrid.

**Dr. David HAYES**  
(UM6P)

Entrepreneurship,  
innovation



Dr. Hayes is a serial entrepreneur, innovator, and researcher. He earned his DBA from the SKEMA Business School in Paris and the Business Science Institute in Luxembourg. His research focus is improving entrepreneurial education, with an emphasis on assessing and building capacity of the next generation of great leaders.

## PRIMARY TEACHING FACULTY

**Mr. David HAYES**  
(UM6P)

Entrepreneurship,  
innovation



**Dr. Brent STRICKLAND**  
(UM6P/ENS-Ulm)

Cognitive science,  
core cognition



**Dr. Cathal O'MADAGAIN**  
(UM6P)

Cognitive science,  
philosophy



**Dr. Emile SERVAN-SCHREIBER**  
(UM6P)

Cognitive science,  
crowd-based  
forecasting



**Mr. Mounir CHAOUKI**  
(Cabinet Connectit)

Creativity,  
team-based learning



**Dr. Florencia DEVOTO**  
(UM6P)

Development  
economics, education



**Dr. Muhammad MALIK**  
(UM6P)

Organizational theory,  
change management



**Dr. James WINTERS**  
(UM6P)

Cognitive science,  
social computing



**Dr. Ikram CHAIRI**  
(UM6P)

Machine learning,  
data science



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

Philosophy,  
political science



**Dr. Mark KLEIN**  
(UM6P/MIT)

Data science,  
artificial intelligence





## AFRICA BUSINESS SCHOOL RABAT CAMPUS

A new laboratory of innovation, learning, and advanced research.

Situated in the heart of the city of Rabat, the campus of Africa Business School is conceived for learning, communication, and exchange of ideas.

State-of-the-art education technology and open-space design create a pleasant and stimulating environment. Our location in Rabat permits a fluid combination of study, work, and daily life.

## 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:

- **April 30:** Application deadline
- **May 3-7:** Candidate interviews
- **May 10:** Admission results announced
- **June 3-5:** Program launch in Benguerir

## Tuition and fees

- Program tuition: 100.000 Dh
- Room and board provided for 15 modules on UM6P campus



**Duration**  
9 months



**Seats**  
20-25 students



**Training venue**  
ABS-Rabat  
(Weeks 1, 4 & 8)  
and online



**Language**  
French  
and English

## FOR MORE INFORMATION



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متعددة التخصصات التقنية  
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