

## Collective Intelligence and Project Management



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 2-5 Cultural Management

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 2

> **Teacher(s):** Frédérique Chédotel and Anne Decourcelle

#### > Assessment:

Continuous assessment

Final exam

#### > Teaching methods:

Lecture course 20 hours

Tutorial course hours

Practical work 20 hours

Case study

Project

## COURSE DESCRIPTION

Introduction of the collective project challenge.

Part 1 Ideation (Frédérique Chédotel): Collective creativity workshop (2 hours), Proaction café (2 hours), Online resources about collective intelligence (2 hours). Deliverable: project idea.

Part 2 Project definition (Anne Decourcelle): Setting up a project (3 hours), Preparing the deliverables (3 hours), Finalizing the project definition (3 hours). Deliverable: Project definition report.

Part 3 Project feedback (Frédérique Chédotel): Retrospective workshop: return of experience and pitch preparation, 3 hours. Deliverables: retrospective template and pitch (3 hours).

Final Jury (2 hours) (Frédérique Chédotel & Anne Decourcelle)

Teaching methods: Group supervised project: with the help and the management methods provided by the courses, the IHRM students have to deal with a challenge - to define and pitch a project.

Assessment: Average of two scores: Written presentation: project definition and retrospective + Oral presentation: project definition and retrospective.

## OBJECTIVES

Students will practice and learn different simple methods to develop two abilities:

- Their collective intelligence, ie. ability to work collectively (creativity, workshop, co-creation).
- Their project management skills

These methods will be helpful in a multicultural context and/or to develop innovative HRM or organizational projects.

## PREREQUISITES

None

## SELECTIVE BIBLIOGRAPHY

Gray, D., Brown, S., & Macanuso, J. (2010). Gamestorming: A playbook for innovators, rulebreakers, and changemakers. " O'Reilly Media, Inc."

Lévy, P., & Bononno, R. (1997). Collective intelligence: Mankind's emerging world in cyberspace. Perseus books.

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Wysocki, R. K. (2011). Effective project management: traditional, agile, extreme. John Wiley & Sons.