



Development of Course for
Strategic Standardization and
The Center for Global Standards Analysis

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October 14, 2006



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Globalization

- Globalization is rampant and will continue to be so... (*The World is Flat* by Thomas L. Friedman (2005))
- The World is developing a new global marketplace which directly affects all national economies...
- Every nation has to renegotiate its economic position in a new global marketplace...
- Global standards and standardization play a critical role in determining whether a nation will be successful in its renegotiations...



3 Major Lessons Learned from *Strategic Standardization Course*

- Students have little or no background with standards. Spending 3-4 weeks reviewing standards concepts and the process of standardization are essential.
- Creation of a multidisciplinary course is essential (public policy, process & procedures, trade, legal issues, etc.). Use expert speakers to supplement a course where necessary.
- Grading and evaluation criteria can be difficult. It is recommended students be evaluated based upon individual standards research papers and class presentations based on standards research.

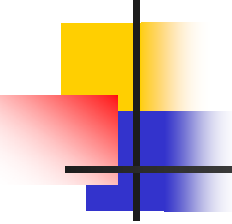


3 Major Lessons learned from The Center for Global Standards Analysis

- Creating a “think tank” environment including experts in standards and standardization from corporate, public and academic sectors is essential.
- Identifying research projects that relate global standards to Japan’s national economy is highly recommended.
- The use of a research institute as a foundation to communicate research findings creates significant credibility.

The Center for Global Standards Analysis

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Standards are a Bridge to the Future

User Needs:

consumers,
companies,
industries,
government,
testing &
certification .

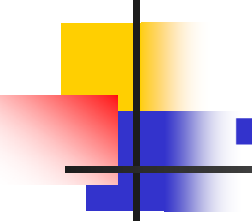


Technology:

ideas,
concepts,
values,
perspectives,
methods,
products &
services

**Standards form a bridge between technology and users.
Whoever controls the bridge controls the future.**

1998

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- Catholic University (CUA) School of Law meetings (Fall). Discussed creation of new multidisciplinary course for law and engineering students to focus on technology, public policy and legal issues concerning development of global standards.
 - CUA School of Law agreed to establish new course, *Strategic Standardization*, on an experimental basis provided CUA School of Engineering would agree to co-sponsor new course.

1999

- CUA School of Engineering meetings (Spring). School of Engineering agreed to co-sponsor *Strategic Standardization* course.
- First jointly sponsored engineering-law course offered in 1999 (Fall).
- William F. Fox (Associate CUA Law School Dean), William F. Kelly (CUA Dean of Engineering), John Kenny (CEO, InfoTech Strategies) and Donald E. Purcell (CUA Adjunct Law School Faculty) agreed to incorporate The Center for Global Standards Analysis (Center) to facilitate research and creation of education programs concerning global technology standards.

Strategic Standardization (1999)



■ Curriculum

- Overview of standardization
 - History of standards
 - Marketplace standards
 - Private sector standards
 - Public Sector standards
- Due process and procedures
- United States National Standards Policy
- Health, safety, the environment
- International Trade (WTO, UN, IEC, ISO, ITU, CEN)
- Ethics
- Testing, certification and conformity assessment
- Digital and electronic commerce
- Legal issues (competition, trade regulation, antitrust, liability)
- Speakers: more than 20 expert speakers gave lectures in the course.
- Students: 5 law students; 3 engineering students.

Strategic Standardization (2000-2001)



■ Curriculum

- Expanded discussion of background on standards and standardization.
- Expanded discussion of new U.S. National Standards Policy (2000), National Technology Transfer and Advancement Act (1996) and OMB Policy (A-119: Feb. 1998).
- Expanded discussion of international trade.
- Continued to utilize more than 20 expert speakers.
- Center co-sponsored Global Standards Conference with George Washington University (2001: Washington, DC).



Strategic Standardization (2002)

- *Strategic Standardization* dropped by CUA Law School at the end of 3 year experimental period because insufficient number of law students signed up for course.
- CUA Law school course for *Cyber Law* initiated which offered 2 lectures on global standardization.
- *Strategic Standardization* offered by CUA School of Engineering. Course integrated into graduate program for Engineering Management. Faculty: Engineering Dean William F. Kelly, P.E.
- Center conducted survey among 80 standards professionals to determine issues of interest, develop educational goals and priorities. (Published in March 2003)



Strategic Standardization (2003)

- CUA School of Engineering offered *Strategic Standardization*.
- CUA School of Law offered *Cyber Law* and 3 lectures on global standardization.
- Center conducted survey of top 20 US engineering schools to determine educational content for teaching standards and standardization. (Survey published in March 2004).
- Presentation on *Strategic Standardization* course and development of The Center for Global Standards Analysis given at International Conference on Standards Education, Seoul, South Korea (November).



Strategic Standardization (2004)

- CUA School of Engineering offered *Strategic Standardization*.
- CUA Law School offered *Cyber Law* which included 3 lectures on global standardization.
- Center presentation on the Strategic Value of Standards education given to North American Standards Engineering Society (Ottawa, Canada, August 2004).



Strategic Standardization (2005)

- CUA School of Engineering offered *Strategic Standardization*.
- CUA School of Law offered *Cyber Law* which included 3 lectures on global standardization.
- Center presentation on Strategic Value of Standards and Standards Education given at China's Information and Technology Conference (Beijing, May 2005).
- Center presentation on "Standards Future Shock" to American National Standards Institute Corporate Forum (ANSI) (April).
- Center participated in revision of U.S. National Standards Strategy; Center chaired Subcommittee on Standards Education.

Strategic Standardization (2006)

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- CUA School of Engineering offered *Strategic Standardization*.
 - CUA School of Law offered *Cyber Law* which included 3 lectures on global standardization.
 - Center presentation on “Strategic Value of Standards Education” given at international standards education meeting (Tokyo, February). ICES is formed.
 - Center presentation on “Global Standards Challenges and Opportunities” to ANSI Corporate Forum (April).
 - Center presentation on Strategic Value of Standards Education given to U.S. National Committee for International Electrotechnical Commission (IEC) (August).
 - Center participated as Member of IEC Review Board for Americas to review research papers on value of standardization. (September)
 - Center presentation at Hitotsubashi University on creation of the *Strategic Standardization course* and the Center. (October)



Websites

- Center for Global Standards Analysis
engineering.cua.edu/StandardsCenter/center_for_global_standards_anal.htm
- Catholic University Lectures
engineering.cua.edu/StandardsCenter/Lecture%20List.htm
- Global Standardization in the 21st Century
faculty.cua.edu/kellyw/CenterPublications/PurcellKorea.ppt



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