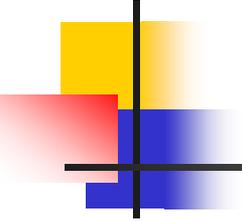


Presentation on course for
Strategic Standardization
School of Engineering
Catholic University of America

Donald E. Purcell, Chairman
The Center for Global Standards Analysis
(Adjunct Faculty: CUA Schools of Engineering & Law)

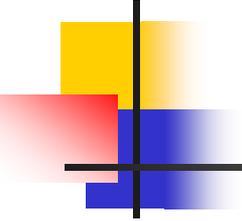
www.strategicstandards.com

February 2007



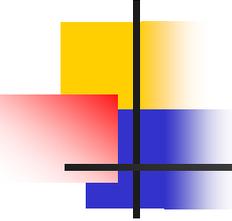
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Issues

- Why was the course on *Strategic Standardization* created?
- What are the goals and objectives of the course?
- What is the content of the course and the basis for evaluation?
- Results – what do the students think?



Need For Course On Standardization

- Globalization is rampant and will remain so for the foreseeable future. [*The World is Flat*, Thomas Friedman (2005)]
- Standards directly affect more than 80% of global trade with an estimated value exceeding \$7 trillion (US). [US Congress (May 2005); http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=109_house_hearings&docid=f:20998.wais]
- Standards influence everything we do. [UK Standards Strategy (2003); <http://www.nssf.info/index.xalter>]
- Standards control markets. [German Standards Strategy (2005); <http://www2.din.de/sixcms/detail.php?id=18737>]
- Standardization is one of the best sources of competitive intelligence available. [Canada Standards Strategy (2005); <http://www.scc.ca/en/nss/css-scn/index.shtml>]

Building Bridges

Standards are a Bridge to the Future

User Needs:

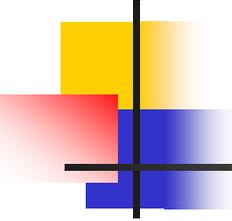
consumers,
companies,
industries,
government,
testing &
certification .



Technology:

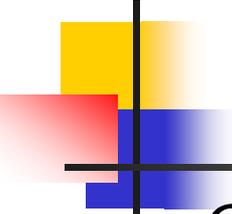
ideas,
concepts,
values,
perspectives,
methods,
products &
services

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



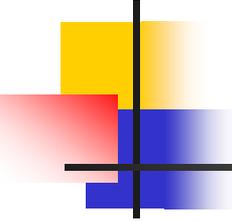
Chronology for Development of *Strategic Standardization*

- 1999: Creation of joint graduate course for *Strategic Standardization* by CUA Schools of Engineering and Law.
- 2000: ABET approves engineering standards criteria.
- 1999-2001: Joint graduate course for CUA Schools of Engineering and Law.
- 2001: Course dropped by School of Law due to lack of enrollment.
- 2002 to date: CUA School of Engineering offers graduate course as part of curriculum for *Engineering Management*.



Goals and Objectives

- *Strategic Standardization* is intended to create a fundamental level of awareness for graduate students, and provide them with a multidisciplinary approach to the study of standardization.
- To enhance content, the course uses outside speakers to provide lectures on standards case histories, for example, experts from corporations, standards development organizations, government, and law firms.

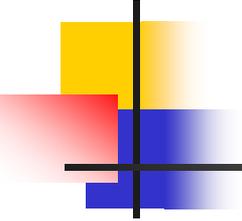


Course Content & Evaluation

- It takes 4-6 weeks to cover basic standards issues.
- Content: Introduction & Overview, National Standards Strategies, US Standardization System, Development procedures, Standards relationships (Market Place, Private Sector & Government), Government & Regulatory Perspectives, International standardization systems & organizations, International standards & trade, Competition, Legal & Public Policy issues, Strategic value of standardization.
- Evaluation & Grade: Research paper approved by faculty (90%); Class Presentation (10%)

Student Comments

- Having worked as an engineer for six years, and having studied engineering as an undergraduate, I never once heard of the importance of standards let alone their impact. This class didn't change my view on the importance of standards because I didn't have one to begin with.
- I feel very fortunate to have taken this class. I had no idea how crucial standards were to the ability of engineers to design the products their companies will market. I think I was part of your target audience for the objective of "awareness" for the class.
- As you know, I came into the class with very limited knowledge of standards. I left, however, with a good overview of the standardization process and the political and economic issues associated therewith. Whether or not I become more than just a user of standards in my career, I definitely am more keenly aware of the subject matter.
- I just wanted to say that of all the courses described for this Masters program, I was most wary of this class as I could not get a handle on what it was about just from the description. This class has opened my eyes to the significance of standards. I appreciate how you taught the course and exposed us to the subject matter.



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