



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

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*Standardization Research in Canada*  
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# The Strategic Value of Standards

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- Standards influence everything we do. [UK National Standards Framework]
- Standards control markets. [German National Standards Strategy]
- “If you control an industry’s standards, you control that industry lock, stock and ledger.” [Dr. Edwards Deming]
- Standards create competitive advantage through technology and information transfer and global market intelligence. [Canadian National Strategy]
- Standards are the language of international commerce. [US National Standards Strategy]



# 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...

# 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.**

## *Strategic Standardization Course*

- Multidisciplinary course created in 1999.
- 1999-2001: Jointly sponsored by CUA Schools of Engineering and Law.
- 2002: Dropped by CUA School of Law because of declining enrollment.  
Established at School of Engineering.
- 2002-2007: Integrated as graduate course for Engineering Management.

# *Strategic Standardization*



## Curriculum

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- 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
- Global governance
- Legal issues (competition, trade regulation, antitrust, intellectual property, liability)



## 3 Major Lessons Learned from *Strategic Standardization Course*

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- 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.



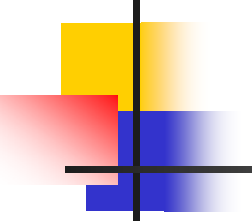


# The Center for Global Standards Analysis

- Created as nonprofit Washington, DC corporation in 1999.
- Mission: (1) promote creation of education programs for global standardization in the academic, private and public sectors; (2) conduct research on global standardization issues.
- Achievements:
  - Created multidisciplinary course for *Strategic Standardization*.
  - Co-sponsored conference on global standards with George Washington University (2001).
  - Conducted surveys of standardization issues and US schools of engineering. Published reports in 2003 & 2004.
  - Provided presentations on the strategic significance of global standards and education programs: South Korea (2003), Canada (2004), China (2005), Japan (2006), Canada (2006), Holland (2007).
  - Participated in review and amendment of US National Standards Strategy (2005).
  - Provided presentations on the strategic significance of global standards to ANSI Corporate Forum (2005 & 2006).
  - Participated in IEC Centenary Challenge (2006).

# The Center for Global Standards Analysis

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U.S. National Institute for Standards & Technology      Government



## 3 Major Lessons learned from The Center for Global Standards Analysis

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- Creating a “think tank” environment including experts in standards and standardization from corporate, public and academic sectors is essential.
- Creating a research institute to support standardization education programs is highly recommended.
- A research institute for standardization has the potential to create significant credibility.



# Websites

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- *Strategic Standardization*  
Blackboard: <http://bb.cua.edu/webapps/login>
- Center for Global Standards Analysis  
[engineering.cua.edu/StandardsCenter/center\\_for\\_global\\_standards\\_anal.htm](http://engineering.cua.edu/StandardsCenter/center_for_global_standards_anal.htm)
- Catholic University Lectures  
[engineering.cua.edu/StandardsCenter/Lecture%20List.htm](http://engineering.cua.edu/StandardsCenter/Lecture%20List.htm)
- Global Standardization in the 21<sup>st</sup> Century  
[faculty.cua.edu/kellyw/CenterPublications/PurcellKorea.ppt](http://faculty.cua.edu/kellyw/CenterPublications/PurcellKorea.ppt)



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