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# Teaching about Standardization - experience, doubts and future -

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# Presentation abstract

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- The purpose of this presentation is to elaborate some strategies for raising awareness of the importance of education about standardization based on the experience in teaching standardization in the business school.
- Many international organizations call for more content about standardization in higher education curriculum. It is important, but not enough. Higher education responds to a needs of the (global) market too. Many business school are focused on internationalization, a wide range of programmes and cross disciplinary contents. Standardization content can be fitted in many bachelor and master programs.
- More support to the collaboration among universities and industry can raise awareness about importance of the education about standardization (e.g. industry – academia workshops and case study competitions).
- Higher education has it owns rules, academic walls and specific issues. The best way to attract university teachers to teach about standardization is to involve them in the researches about it. Support to a university teachers and researchers to research and publish about standardization can help them to establish deeper involvement in the education about standardization.



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# Department of Quality Management and Standardization

**Study program:** Quality Management and Standardization (QM&S) – established in 1998.

## Courses related to QM&S on **bachelor studies:**

- Quality Fundamentals
- Quality Management
- **Standardization 1**
- Normative regulation of the quality
- Quality Planning
- Quality Control
- Quality Management System
- Quality Engineering
- Risk Analysis (E)
- Accreditation and Certification (E)
- Service Quality Management (E)
- Food Safety Systems (E)

## Courses related to QM&S on **master studies:**

- Quality and Management
- Design of Quality Management Systems
- **Standardization 2**
- **IT standardization (only for IT service program)**
- Models of Social Responsibility (E)
- Management System Integration (E)
- Safety and Security Management Systems (E)
- Energy Management Systems (E)

**PhD studies: Standardization – chosen chapters; IT standardization – chosen chapters**



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## Teaching standardization Text book with 14 case studies (2015)



1. Importance of standards and standardization in business
2. Standardization and standards - definitions
3. Types of standardization and classifications of standards
4. Importance and benefits of standards implementation
5. History of standardization
6. Organizations for standardization
7. Standardization Systems (EU, U.S., Russian Federation and PR China)
8. Consortia based standardization
9. Company standardization
10. Legal aspects of standardization



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Class workshop: Negotiation in the standard development



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# Why are university teachers reluctant to teach about standardization?

Higher education responds to a needs of job market too.

Lack of Theory of Standardization

Students' preferences

Standardization marketing

Focus on scientific results – published papers in journals – IF

Overloaded curricula

Researches about standards and standardization

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# Higher education is changing

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- Internationalization
- Diversification
- Cross disciplinary contents
- Impacts of new technologies
- Sharing responsibility
- Sustainability
- Connections with the industries
- Collaborative learning
- ...



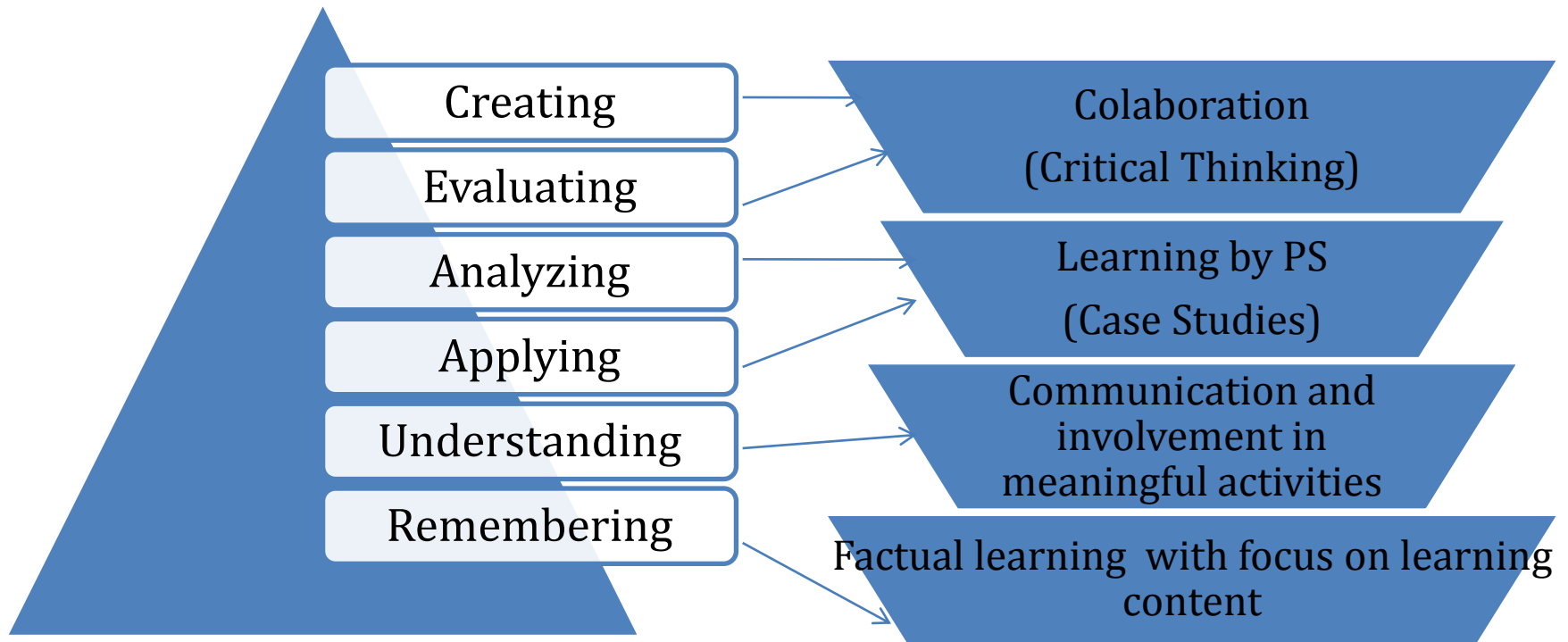
Standardization courses can fit in those changes



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# Teaching about standards vs standardization

## Strategies for teaching about standardization ...



Bloom's Taxonomy of Learning Domains (1956)

...are based on what kind of learning outcomes are wanted.





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- Global arena of standardization is complex
- It is hard to win the game if you don't know the rules (Bahtia, 2011).
- It is hard to even play the game.

Teaching standardization in business schools:

- for the future managers on the global market,
- for the future standardization managers,
- for the future standard developers.

## Teaching standardization Role of international organizations

- Calls for more content about standardization in curriculum – important but not enough.
- More specific support to the education about standardization:
  - Industry and academia collaboration;
  - Workshops and case study competitions;
  - More support to the researches about standardization ([www.euras.org](http://www.euras.org));
  - Education educators – especially from developing countries



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Thank you for your attention

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