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Teaching standardisation to generation Alpha - the next chapter

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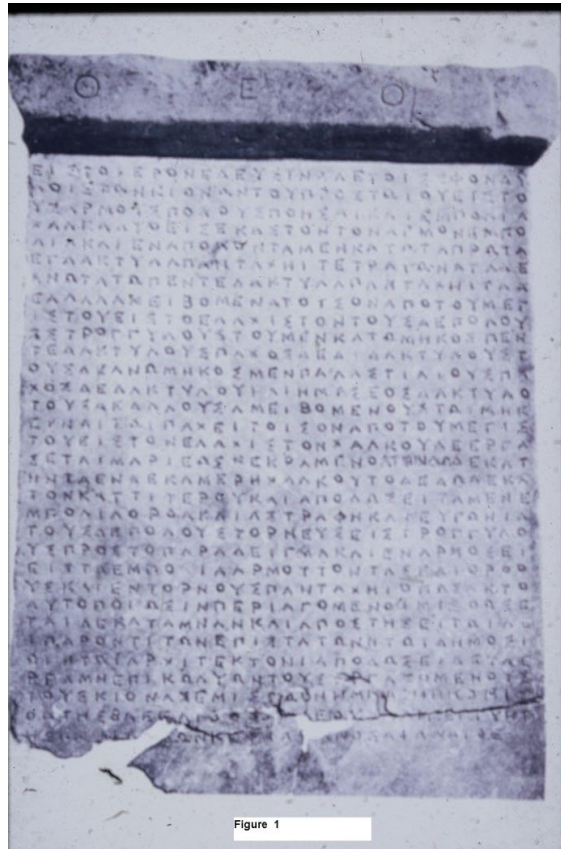


Figure 1

Standardisation has a history

The Eleusis Inscription

- 4th century BC
- It was found in 1893 in the area of Eleusis (18 km from Athens)
- Solution to the problem of proving the quality of bronze wedges for connecting column discs.
- The ancient Greeks had written standards.

Source: Varoufakis G., Ancient Greek Standards – The History and Control of the Materials Which Left Their Mark on Greek Civilization, Athens, 1999. pp. 53-88

We do not learn from the past and always start from the clean slate.



About Faculty of Organizational Sciences UB

UNIVERSITY OF BELGRADE
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- The University of Belgrade is the oldest and the largest university in Serbia, founded in 1808.
 - The Faculty of Organizational Sciences (FOS) was founded in 1969
 - The fields of information technology, management and organization (quality management and standardization).
 - programs in the Serbian and the English language
- The Study Program Quality Management and Standardization
 - 15 week course on bachelor studies: Standardization 1
 - Courses on master studies: Standardization 2 and ICT Standardisation
 - PhD studies: ICT Standardisation



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Why is the knowledge about standardization important in HE?

It is almost impossible to explain global business (...) without explaining aspects of the standardization.



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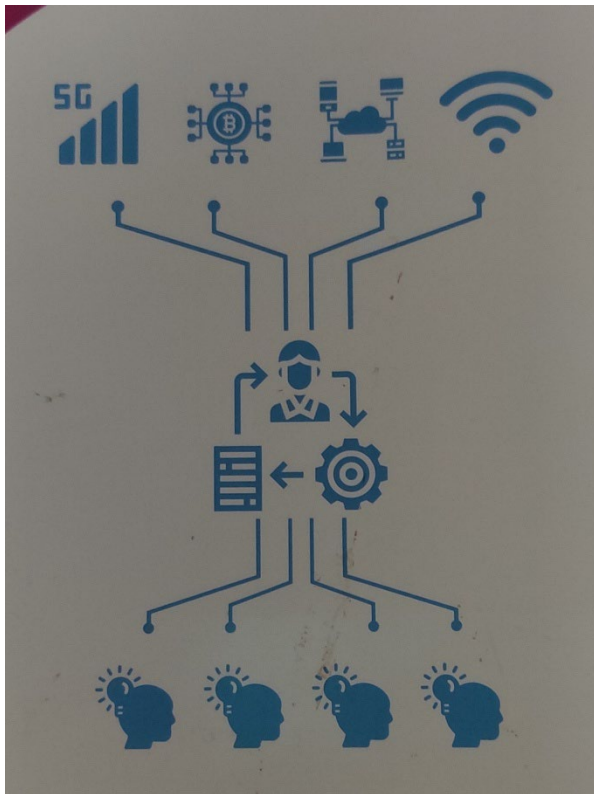




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Teaching standardization CONTENT

Text book with more than 20 case studies (2019)



1. Why is knowledge about standardization important in modern business?
2. Standardization and standards - definitions
3. User of standards and objectives of standardisation
4. Types of standardization and classifications of standards
5. Importance and benefits of standards implementation
6. History of standardization
7. Organizations for standardization
8. Standardization Systems (EU, U.S., PR China)
9. Consortia based standardization
10. Company standardization
11. Legal aspects of standardization



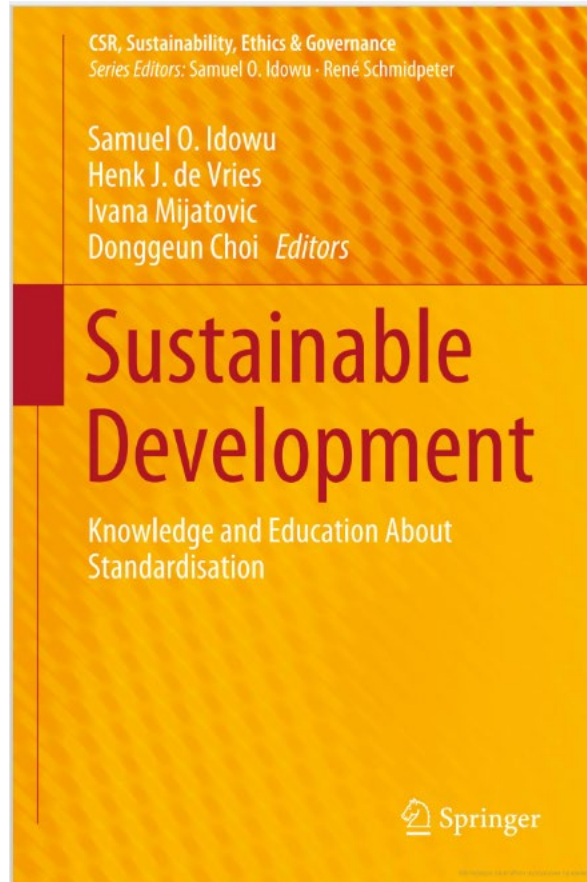
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Teaching standardization to Generation Z – Learning outcomes define teaching methods





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The book highlights strategies for teaching and disseminating the concepts of standardisation.

- For researchers, this is the first academic publication that interconnects the concepts of sustainability, standardization and education.
- For standardization professionals the book reveals the links to sustainability and it shows not only the importance of education about standardization but also how this can be organized, and finally,
- For universities, the book shows that standardization deserves to be included in the curriculum, and it provides guidance and best practice examples about how this can be done.

<https://link.springer.com/book/10.1007/978-3-030-28715-3>

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Topics of Standardisation are in case studies to be solved at students' competitions.



The European Ethics Bowl competition semi-finals took place from November 11 to November 13, 2022, at the School of Economics and Business in Ljubljana, Slovenia. The competition represents a combination of methodologies in case studies and debate competitions. The case study topics in the semi-finals were related to **Standardization in Business**. The competition was held in two rounds, with students facing different ethical dilemmas in each round. The titles of the ethical dilemmas were “Are gender quotas really enabling gender equality?” and “Standardisation of non-financial reporting”. Nine student teams participated in the competition, representing universities from Belgium, Bulgaria, France, Croatia, Luxembourg, Germany, Portugal, Serbia and Slovenia.



Case study for EEB Semi-final competition

Standardization of non-financial reporting

The twenty-first century is marked by an increased demand for more sustainable and measurable corporate practices. In their study, the authors Lucy Pérez et al., (2022) note that the need for companies to earn their social, environmental, and regulatory “license” is on the rise. More than 90% of companies in the S&P-500 Index¹ regularly publish some form of ESG reports², and almost 70% of companies in Russell 1000 Index³, according to the Governance & Accountability Institute’s report (Deckelbaum, 2021). Awareness of socially responsible investing will most likely increase in the future as the Millennial generation chooses sustainable solution over 90% of the time and pays much more attention to this issue than older generations (Chong, 2017). Bloomberg Intelligence (2021) estimates that assets invested in ESG will grow to \$50 trillion by 2025.

At the same time, there is growing pressure from international investors, stakeholders, and society at large for more and more disclosure, reporting, and ultimately transparency in financial and, in recent decades, non-financial reporting (Pérez et al., 2022). Non-financial reporting (NFR) should disclose information on how companies manage environmental issues, human resources, anti-corruption, community relations and industry-specific risks. However, there are different standards and definitions used by reporters and policymakers. Choosing the right reporting standards and frameworks is a challenge that companies must address. According to EU policy (Non-Financial Reporting Directive (NFRD), 2014), companies can choose one or more national or international reporting standards to prepare their reports as they wish.

Please, tackle these dilemmas:

Should companies have the freedom of choice in selecting non-financial reporting framework?

Who is to set the harmonisation and comparability between Non-financial Reporting standards?

Does environmental, social and corporate governance matter in times of crisis? Or should the companies be more flexible in complying with ESG?



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Instead of a conclusion - let's work

In five years we will have generation Alpha at universities

- Artificial Intelligence in the Classroom
- Learning environment - Where is the classroom?
- Game-based learning
- Experts in the classroom?
- Diversification in quality and reputation
- Less content-based courses, more skill-based.



It is hard to win the game if you don't know the rules
(Bahtia, 2011).



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Thank you for your attention

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