

# Teaching Standardization as a tool for Competitive Intelligence

EISTI (Ecole Internationale des Sciences  
du Traitement de l' Information)

A specialized master

A Chair on Standardization

# Standardization and Competitive Intelligence

- Context (1):
  - EISTI (Ecole Internationale des Sciences du Traitement de l'Information)
    - Engineer School
    - A specialized Master on Competitive Intelligence, including 5 Modules and a Chair on Standardization.

# Standardization and Competitive Intelligence

- Context (2) :
  - Great importance of Standardization
  - Almost no education in France about Standardization
- A dedicated programme within the curriculum of the Specialized Master on Competitive Intelligence

# Standardization and Competitive Intelligence

- Two major Objectives of the Chair
  - 1. To Know and Understand Standardization
  - 2. To Identify Standardization as a tool for Competitive Intelligence

# Standardization and Competitive Intelligence

- Education cycle
  - Content (knowledge acquisition)
  - Testimonies
  - Behaviour (behaviour acquisition)
  - A specific teaching methodology

## Standardization and Competitive Intelligence

- At the end of the education cycle :
  - Students should adopt a standardization attitude dictated by both their business strategy and their knowledge of the Standardisation System.
  - Students should understand **interactions** between standardization and Competitive Intelligence.

# Standardization and Competitive Intelligence

- Knowing and Understanding Standardization
  - The system
    - Infrastructure
    - Process
  - Essential definitions
  - IPR issues
  - Links with R&D and Innovation
  - Role in regulation

# Standardization and Competitive Intelligence

- Knowing and Understanding Standardization
  - Organization (The standardization function )
  - Competences for the standardizers
  - Management of the standardizers (carrier, training....)

# Standardization and Competitive Intelligence

- Standardization as a tool for Competitive Intelligence (CI)
  - The major elements of CI
  - Gathering information (for action)
  - Analysis of the information in view of action
  - Lobby and Influence
  - Anticipation
  - Organization

# Standardization and Competitive Intelligence

- Standardization Attitudes
  - Passive attitude
    - Watch (use also CI tools)
  - Active Attitude
    - Participation (use also CI tools)
      - Choice of the organizations
      - Knowledge of the processes and IPR Policies
      - Where and when using lobby, influence , anticipation?

# Standardization and Competitive Intelligence

- IPR issues
  - IPR policies
  - Patents
  - Standardization and Innovation

# Standardization and Competitive Intelligence

- The way to teach
  - Environment
  - Lectures and exercices
  - Projects
  - Testimonies and case studies
  - On the job training -6 months in a company-internship

# Standardization and Competitive Intelligence

- Evaluation
- Supervision
- Relations with the Work environment
- Accomplishments
- Lessons to learn

# Standardization and Competitive Intelligence

- Comparison of Standardization and CI issues
  - Competitive Intelligence
  - Standardization
- Common issues
  - Gathering information and knowing the environment
  - Lobby and Influence
  - Anticipation
  - Competences required
  - Organisation
- Interactions (reciprocal tools)

# Standardization and Competitive Intelligence

Thank you for your attention

Questions?

Contacts

[www.eisti.fr](http://www.eisti.fr)

Nicole Beauvais Schwartz

[nicole.beauvais-schwartz@eisti.fr](mailto:nicole.beauvais-schwartz@eisti.fr)

Francoise Bousquet

francoise.bousquet@zfib.com