

An International Standardization Case Study Analysis Competition

Stephen K. Kwan

Professor

San José State University, CA, USA

http://www.cob.sjsu.edu/kwan_s

Contact: kwan_s@cob.sjsu.edu



WSC Academic
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An International Standardization Case Study Analysis Competition

In English

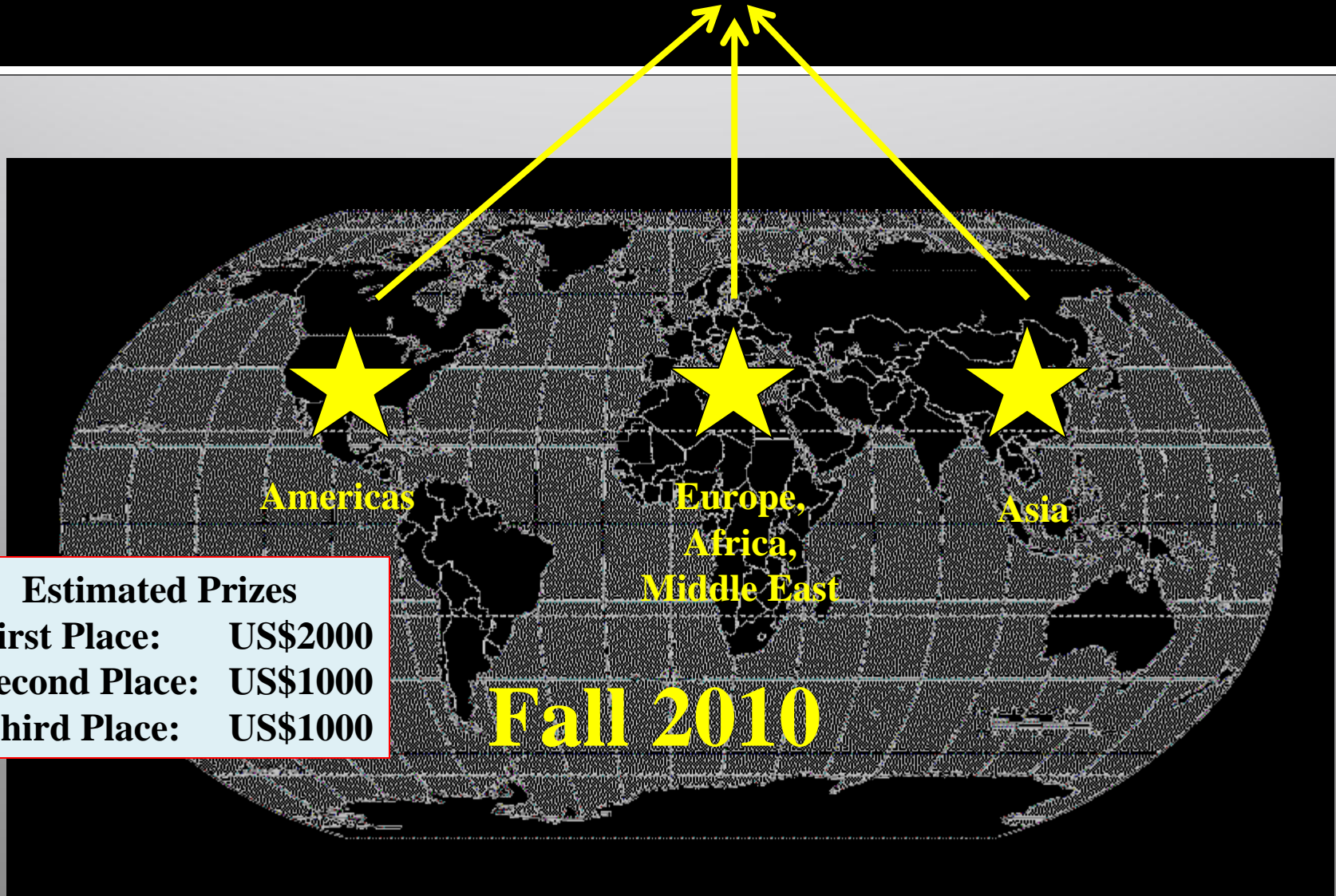
Purpose: To promote education about standardization among universities. Provides an opportunity to make students aware of the issues surrounding standardization from corporate strategy, industry, regional, and international perspectives. Creates a forum for discussion among students, academics and practitioners to build a community of learners.

Timeline: Regional and International competitions to be held in Fall 2010.

First Round – Regional Competitions



Second Round – International Competition



Estimated Prizes

First Place: US\$2000

Second Place: US\$1000

Third Place: US\$1000

Fall 2010

Competition Procedure (1)

A Case Study about Standardization with an International perspective will be written and provided to the competing teams 14 days before the Regional Competition. Rules and evaluation criteria of the Competition will also be distributed.

Graduates and Undergraduates

The teams of students are asked to analyze the Case Study based on the theme and a set of questions. They will then present their analysis and recommendations at the competition.

The teams will be evaluated by a panel of international judges based on the set of published criteria.

Competition Procedure (2)

The judges will deliberate and announce the winners of the Regional Competition after the last presentation.

The 3 winners of the Regional Competition are then eligible to participate in Round 2 where they will compete against each other. The same case study will be used but a new set of questions will be provided.

The final competition will be held 7 days after the last of the regional competitions. The panel of international judges will deliberate and announce the final winner at the end of the competition.

Competition Procedure (3)

An Advisory Board will be set up to provide domain expertise about the theme, feedback about the Case Study, analysis questions, etc.

Regional Organizers will be solicited and asked to recruit teams for the Regional Competition. Judges for the Regional Competition will be empanelled.

Video Conferencing for the presentations will be set up and tested with rehearsals.

Same for the final International Competition.

Presentation by Videoconferencing



Cisco had expressed interest in using their HD video conference technology - TelePresence, and desktop video conference technology - WebEX to help us run this competition.

This is **GREEN**: No “long distance” travel is needed for the contestants.

They can go to a city where Cisco (or IBM) has the equipment installed in their offices and use the equipment to present to the judges.

Cisco TelePresence – HD Video Conference



Competition Procedure (1 - revisited)

A Case Study about Standardization with an International perspective will be written and provided to the competing teams 14 days before the competition. Rules and evaluation criteria of the competition will also be distributed.

The teams of students are asked to write a Case Study based on the **theme** and a set of criteria. They will then present their analysis and recommendations at the competition.

The teams will be evaluated by a panel of international judges based on the set of published criteria.

Sustainability

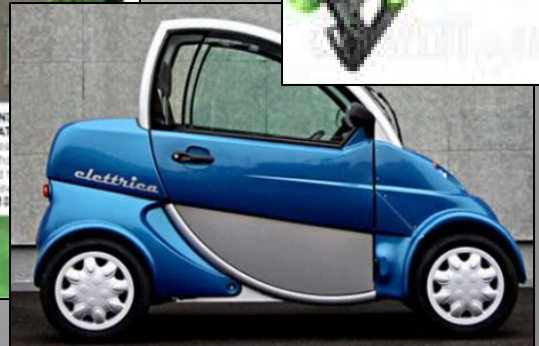
Energy

**Footprint of
the Citizen**

Energy Footprint of the Citizen (1)



**What is your
Energy
Footprint?**



Energy Footprint of the Citizen (2)

Some possible Case Study Analysis questions:

- 1. What is the citizen's role in sustainability of the planet, esp. on energy use?**
- 2. How is an Energy Footprint calculated in your country/region?**
- 3. What are the Standards in use for instrumentation used in the calculation?**
- 4. Is it possible to effectively compare Energy Footprint among citizens?**
- 5. Recommend ways of making Energy Footprint calculations universal among citizens in your country/region**
- 6. Is this extendable to enterprises and beyond?**

Competition Procedure (2 - revisited)

The judges will deliberate and announce the winners of the Regional Competition at the end of the last presentation.

**Promote
International
Standards**

The 3 winners of the Regional Competition are then eligible to participate in Round 2 where they will compete against each other. The same case study will be used but a new set of questions will be provided.

The final competition will be held at the end of the regional competitions. The final judges will deliberate and announce the final winner at the end of the competition.

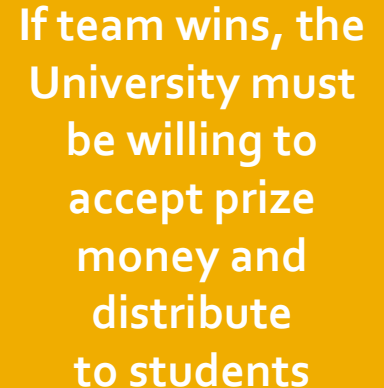
**Internationalize your
Recommendations.**

Challenges

- **Appropriateness of Case**
- **Time Zones**
- **Need domain expert advisors**
- **Recruiting university teams**
- **Recruiting more sponsors**
- **General logistics**
- **Rules, Rules, and Rules**
- **.....**



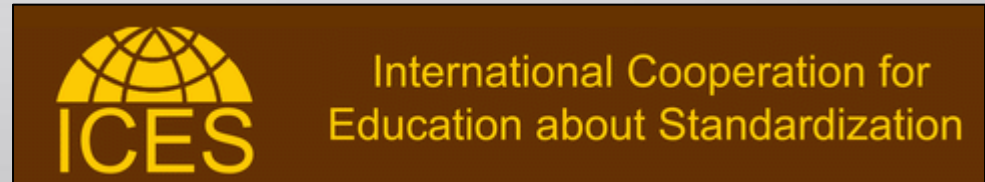
Student Team
Faculty Advisor



If team wins, the
University must
be willing to
accept prize
money and
distribute
to students

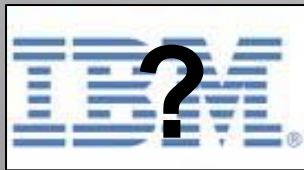
Endorsements and Sponsorships

Endorsements from:



Committee on Education

Sponsorship from:

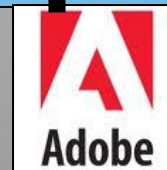


Some Potential

Global University
as part of the
Smarter Planet
Initiative??



Some Potential
For
TelePresence
And WebEx



ANSI Foundation



More Sponsorship Goals

Recruit some National/Regional Standards Agencies to sponsor universities to participate (CNIS? KSA? JSA?....)

Recruit corporate sponsors: \$ \$

Confirm sponsorship by IBM and Cisco

Next Steps

- August – September – develop the Case Study
- September 2010 – Publish Website and Recruit Teams
- end of October – Regional Competition
- November – International Competition

align with semester
class project??

Contact me if you want to be:

**Domain Expert Advisor, Sponsor, Judge, Team Faculty
Advisor, Logistics Help....**

Thank You