

2021

## MGMT 110: Standards Group Challenge Assignment

Heather A. Howard  
*Purdue University*, [howar198@purdue.edu](mailto:howar198@purdue.edu)

Annette Bochenek  
*Purdue University*

Zoeanna A. Mayhook  
*Purdue University*

Margaret Phillips  
*Purdue University*, [phill201@purdue.edu](mailto:phill201@purdue.edu)

Follow this and additional works at: [https://docs.lib.purdue.edu/lib\\_fssup](https://docs.lib.purdue.edu/lib_fssup)



Part of the [Information Literacy Commons](#)

---

### Recommended Citation

Howard, Heather A.; Bochenek, Annette; Mayhook, Zoeanna A.; and Phillips, Margaret, "MGMT 110: Standards Group Challenge Assignment" (2021). *Libraries Faculty and Staff Supplemental Materials*. Paper 12.  
[https://docs.lib.purdue.edu/lib\\_fssup/12](https://docs.lib.purdue.edu/lib_fssup/12)

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries.  
Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

**Group Challenge 4: Standards**  
**Due Date: 11/07/2021 (Submit to Brightspace)**

**Assignment Goals:**

- Explain basic information about standards, such as what a standard is, who creates them, and how they are different from journal articles
- Identify types of technical standards that relate to a variety of everyday objects
- Explain how standards relate to the design, manufacturing or testing of an everyday object
- Explain how standards relate to business decisions and operations

**Relevance:** Standards have significant impacts on business as a means to eliminate waste, reduce costs, market products (e.g., for quality, safety, interoperability), and lessen the liability. Additionally, it has been reported that standards and technical regulation have connections to more than 93% of global trade. Consequently, an understanding and the ability to use standards is a critical workplace competency for those engaged in business and industry.

**Assignment:** Your group are members of a student team, including engineers and Krannert students, who have won the Student Soybean Innovation Competition with a soy-based detergent pod. Your team is now working with the Purdue Foundry to try and take your product to market. As the business members of this team, you need to create a business plan, marketing strategy, and determine the geographic scope of sales. As a part of this work a business mentor at The Foundry has suggested you review the standards below as they may apply to your business decisions and operations. There has been bad publicity regarding detergent pods over the last few years:

[Child Safety Measures for Packaging of Laundry Pods are Approved](#)  
[The Tragic Side of Tide Pods](#)

So among other business considerations, you also need to think about how standards might help you mitigate this negative image and keep consumers safe. For this assignment, you need to evaluate each standard and make a recommendation to your team regarding compliance.

Standards:

1. ASTM F3159 - 15e1 Standard Safety Specification for Liquid Laundry Packets
2. ANSI Z535.4-2011 (R2017) American National Standard for Product Safety Signs and Labels
3. REGULATION (EC) No 648/2004 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 31 March 2004 on detergents <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02004R0648-20120419>
4. Safer Choice Standard and Criteria <https://www.epa.gov/saferchoice/standard>



For each standard, provide the following information to present to your team for consideration:

- Short summary
- Who created the standard?
- Is it mandatory or voluntary?
- If not mandatory, what are the pros and cons of pursuing compliance?
- If it is mandatory, what are the implications for your business plan?

Decide: Write a minimum 200 word recommendation to your team explaining why or why not you would recommend pursuing compliance with each standard.

Submit your completed assignment as a Word document in Brightspace. This is a group assignment, so only one group member will submit for your team.

#### *Suggested Project Management*

- Each group member reviews one standard and answers the questions.
- Present information to the full group for discussion, including explaining how they found their information.
- The team decides on a recommendation together.

**Successful Completion:** This is a group assignment that will be graded on its merits. Points will be awarded for accuracy, ability to follow directions, critical thinking, quality of the recommendation, grammar and spelling, and clarity.

