6-17-2019

The Potential of Industry Standards in Undergraduate Education

Heather A. Howard  
*Purdue University,* howar198@purdue.edu

Margaret Phillips  
*Purdue University,* phill201@purdue.edu

Alyson Vaaler  
*Texas A & M University - College Station,* asvaaler@library.tamu.edu

David Hubbard  
*Texas A & M University - College Station,* hubbardd@library.tamu.edu

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

🔗 Part of the [Curriculum and Instruction Commons](https://docs.lib.purdue.edu/cic), [Educational Assessment, Evaluation, and Research Commons](https://docs.lib.purdue.edu/edass), and the [Information Literacy Commons](https://docs.lib.purdue.edu/inflit)

**Recommended Citation**

[https://docs.lib.purdue.edu/lib_fspres/140](https://docs.lib.purdue.edu/lib_fspres/140)

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
THE POTENTIAL OF INDUSTRY STANDARDS IN UNDERGRADUATE BUSINESS EDUCATION

Background:
A standard is a “document, established by consensus and approved by a recognized body, that provides for repeated use, rules, guidelines, or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context.”

-International Organization for Standardization (ISO)

Examples of Standards:
- Universal Serial Bus (USB) standards
- Indiana Safety Code for Elevators, Escalators, Man Lifts and Hoists (based on many ANSI/ASME standards)

Industry standards have a significant impact on business as a means to eliminate waste, reduce costs, market products (e.g., for quality, safety, interoperability) and lessen liability. The ability to understand and use standards is a critical workplace competency for those engaged in business and industry. To have a workforce competent in the use of standards, higher education curricula must be developed to integrate standards education at appropriate points within the curriculum.

Methods:
Curriculum Mapping
- Purdue’s Undergraduate Management Program: 38 syllabi for 26 courses
- Texas A&M’s Bachelor of Business Administration Program: 49 syllabi for 36 courses

Searched for terms such as:
- standard(s)
- standardize
- standardization
- NIST (National Institute of Standards and Technology)
- NISO (National Information Standards Organization)
- ANSI (American National Standards Institute)
- ISO (International Organization for Standardization)
- ASQ (American Society for Quality)
- PMI (Project Management Institute)

Results:
Of the 62 courses examined only five (or 8%) specifically mentioned standards; however, half of the courses examined were found to have potential for the integration of standards. However, many places in both the Purdue and Texas A&M curriculums have the potential for industry standards integration.

These areas include:
- Business and Management Strategy
- Business Law
- Ethics and Social Responsibility
- Human Resources
- Information Systems
- International / Global
- Marketing Process / Product Development
- Project Management

Margaret Phillips
Heather Howard
Alyson Vaaler
David Hubbard