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MGMT 110: Standards Module Slide Deck

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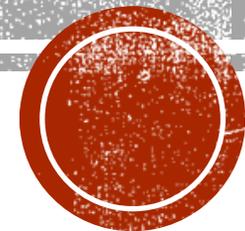
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STANDARDS

MGMT 110

Fall 2021 - Week 10

Purdue University Libraries & School of Information Studies



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Standards at Escape Velocity Brewing



- Energy
- Fire
- OSHA
- ADA
- Food Safety
- Marketing
 - [Brewers Association Marketing & Advertising Code](#)
 - [Beer Institute: Advertising & Marketing Code](#)
 - [TTB Advertising Code](#)
 - [Code of Federal Regulations, Title 27, Chapter 1, Subchapter A, Part 7](#)



Today's Class

After today's class, we want you to be able to:

- Describe basic information about standards (e.g., what they are, creators/authors, purpose)
- Distinguish a standard from other information types (e.g., journal articles)
- Assess how standards relate to consumer products



Agenda

- Review pre-class assignment
- Brief introduction to standards
- Standards & consumer products group activity
- Wrap up



Pre-Class Assignment: Comparing Document Types

Document 1:

British Standards Institution. (2019). *Security and resilience. Business continuity management systems. Requirements.* (BSI Standard No. BS EN ISO 22301:2019).

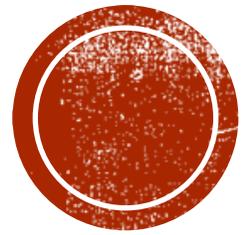
<https://subscriptions.techstreet.com/products/843711>

Document 2:

Sawalha, I. H. (2020). Business continuity management: Use and approach's effectiveness. *Continuity & Resilience Review*, 81–96.

<https://doi.org/10.1108/CRR-05-2020-0016>





Brief Introduction to Standards



Types of Standards

- Company – internal use, not formally published or perhaps a modification of a formal approach
- De-facto – dominate a field but not necessarily published as standards
- Government – no longer widely produced in U.S. – government encouraged to incorporate/reference voluntary consensus standards
- Voluntary consensus – formally published documents prepared by a recognized standards body, (may also hear these called “technical standards,” “industry standards,” “dejure standards”)



Purpose

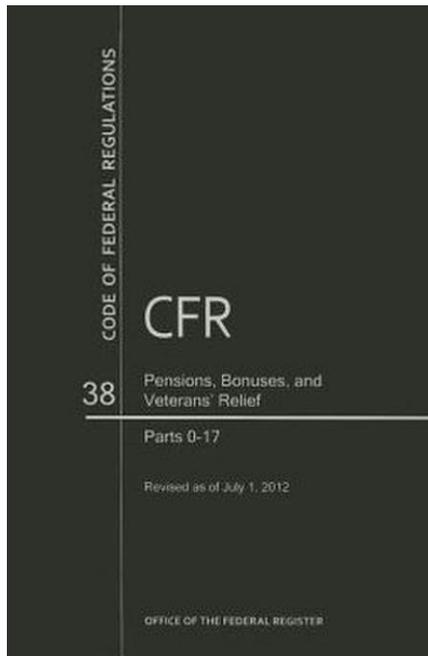
- Overall -- ***communicate agreement; reduce ambiguity***
- Think of standards as a formula that describes the ***best way*** of doing something

“Standards are the distilled wisdom of people with expertise in their subject matter and who know the needs of the organizations they represent.”
- ISO (International Organization for Standardization)



Voluntary or Mandatory?

Voluntary, unless mandated by law (federal, state, local) or business contractual obligations



Example - bike helmet



BUSINESS

Fake Bike Helmets: Cheap But Dangerous

September 16, 2018 · 8:20 AM ET
Heard on Weekend Edition Sunday

JEFF TYLER

4-Minute Listen

+ PLAYLIST



From <https://n.pr/3C6FeVR>



Example - bike helmet

NPR articles references “**federal safety standards**” for bicycle helmets

U.S. Code of Federal Regulations Title 16, PART 1203 - SAFETY STANDARD FOR BICYCLE HELMETS (<https://www.govinfo.gov/content/pkg/CFR-2012-title16-vol2/xml/CFR-2012-title16-vol2-part1203.xml>)

PART 1203 of the U.S. Code References these Voluntary Consensus Standards:

- **ISO/DIS Standard 6220-1983—Headforms for Use in the Testing of Protective Helmets**
- **SAE Recommended Practice SAE J211 OCT88, Instrumentation for Impact Tests**



Standards - apply to a wide range of activities

Products



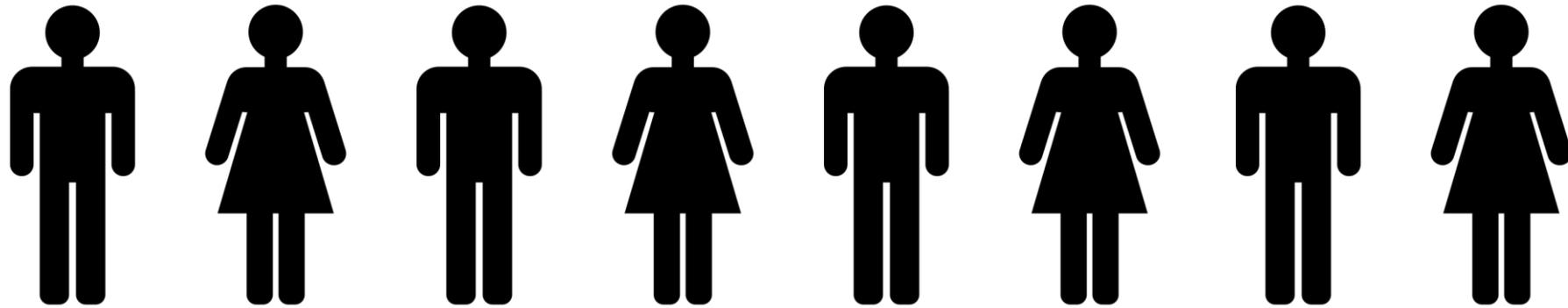
Processes



Services



Standards Development



Unpaid



Standards Development

United States Standards

- Individual Standard Developing Organizations (SDO's). For example:
 - ASTM (ASTM International, formerly American Society for Testing and Materials)
 - SAE (Society of Automotive Engineers)
 - NFPA (National Fire Protection Association)
 - UL (Underwriters Laboratories)

International Standards

- International Organization for Standardization (ISO)
- International Electrotechnical Commission (IEC)
- International Telecommunication Union (ITU)



Benefits & Limitations

Benefits

- Interoperability of parts
- Global trade
- Safety
- Lower development costs
- Quality / dependability
- Competitive advantage
- Innovation
- Consumer confidence
- Lessen ambiguity

Limitations

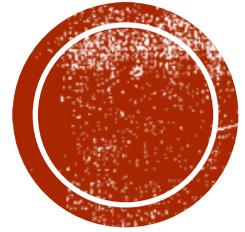
- May favor certain parties who contribute more to the development process (\$\$\$), creating barriers for those new to market
- Innovation (design vs performance/testing standards)



Cost & Access

- Standards typically cost \$\$\$ (MOST NOT FREE)
- Purdue Libraries subscribes to some collections (as do many other libraries and corporations)





Standards & Consumer Products Activity

Example Consumer Product: Step Ladder



Image source: <https://www.harborfreight.com/6-ft-type-ii-fiberglass-step-ladder-64594.html>

Design:	Aspect where standard might apply
	Steps (vertical spacing and width)
	Angle of opening
	Warning labels (symbols and layout) - safety
	Fasteners (interchangeable with other fasteners)
Manufacturing/ Processes	Aspect where standard might apply
	Material compound
	Extrusion process
	Assembly process
Testing/ Performance	Aspect where standard might apply
	Coating (for durability / environmental exposure)
	Loading Classification (Weight limit rating)



Group Activity

Go to: <https://guides.lib.purdue.edu/MGMT110>

Locate the Google Doc associated with your group number

In your groups, consider how standards may relate to the design, manufacturing/processes and testing/performance of your assigned consumer product. Consider your product as a whole and its components.



QUESTIONS?



Thank you!

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