

Teaching Standards: Approaches to Meet Curriculum, Staffing, and Pedagogy Challenges

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Supply Chain Operations, Strategy, and Infrastructure Development
in a Global Economy

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Kwan 2015



Meeting the Challenges

Standards are often difficult to incorporate in the curricula. Some of the reasons are:

- Historical: When the academic curricula were defined, given the abundance of materials to be covered, standards were not given their due considerations at the design level or given minimal coverage just to satisfy accreditation requirements.
- Adoption by faculty presents a different set of challenges. Faculty members are already overloaded and without the right incentives, training, and interests, they are not easily motivated to “add another topic into my course.”
- Without the *right context*, *demonstrated relevance*, and *incentives*, standards teaching materials could seem dry and not motivational to students.

Curriculum

Integration by Stealth

Staffing

Involving New Faculty

Pedagogy

Case Studies from Daily Life

Competition ??

Integrating Standards Education into the Business School Curriculum

S. K. Kwan & N. Aggarwal with P. Frank

Case Studies

1. Is it real or is it SDN?
2. Charge It?
3. Wireless Payment – Wallet Share
4. Incompatible in Mobile Chargers – Need based or Strategic?
5. Apple vs. Samsung – The War of the Titans
6. E-books—*Not all are created equal!*

<http://www.northwestern.edu/standards-management/teaching/SKNA-IntegratingStandards-1of2.docx>

<http://www.northwestern.edu/standards-management/teaching/SKNA-IntegratingStandards-2of2.docx>



Measurement Science and Engineering (MSE) Research
Grant Programs

Standard Services Group (SSG) 2013-14

Case 3: Wireless Payment – Wallet Share

Field Test by 2 Professors in BUS 188 in Fall 2013

Homework - Assign case to read and work on 1 of 3 take-home quizzes:

Mobile Payment Take-Home Quiz – Option A (Google Wallet Perspective)

(You must do your assigned option)

Name: _____

SJSU ID: _____

Team # _____

This quiz is based on "Case 3: Wireless payment – wallet share", which is available as an attachment to this assignment in Canvas. Please read the case, and then using the Internet as a research tool, answer each of the questions below. Be sure to cite where resources came from (see citations in the case itself for citation format). Some links are provided, but you should look for other sources too.

Unlike other quizzes, you can talk with your team members, sharing sources and links. Keep in mind that some of the questions differ – be sure to answer your quiz questions in your words.

This homework assignment feeds into next week's in-class project based on this case study. You will have limited time in class to prepare your team's response to the project questions (roughly 1 hour), so not having done the quiz would likely hinder your ability to contribute to your team's effort and could terms the job that needs to get done – don't hire a banana to do a milkshake's job.

3. Why has adoption of mobile payment been slow in the United States (the market as a whole, not Google Wallet specifically)?

Bonus Question (2 parts):

- A) What are the credit card companies doing in the electronic mobile payment market (other than traditional swiping of credit cards)?
- B) Are certain credit cards (e.g., VISA, MasterCard, Amex, Discover, etc.) aligned with certain platforms?

Some Sources to Consider:

(Please also look for other sources.)

<http://www.google.com/wallet/>

<http://www.mastercard.us/google-wallet.html>

<http://www.mastercard.us/paypass.html>

<http://www.mobilepaymentstoday.com/>



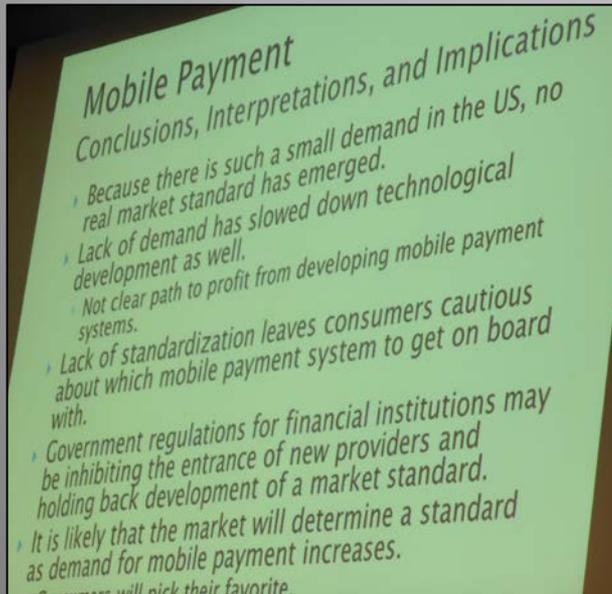
Professor
Nitin
Aggarwal

Professor
Scott
Jensen



Case 3: Wireless Payment – Wallet Share

What we learned



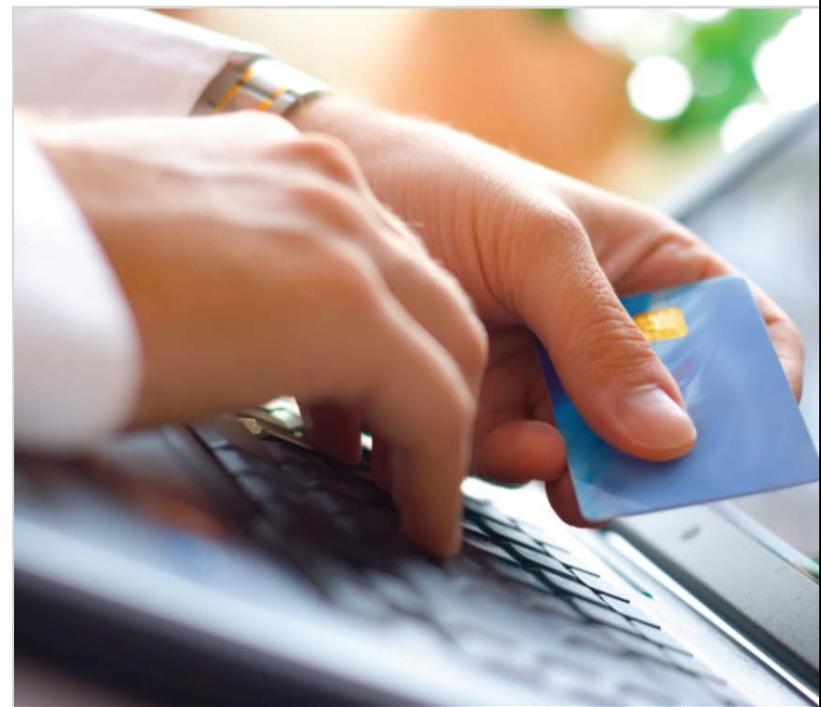
- Confusion about application (just like the rest of us)
- Most did not understand the role of standards to start
- Case Study brought out issues related to standards and inherent complexity
- Students tend to pick standards based on technology and lack considerations of policy and business perspectives
- They only see the technology and not the underlying standards, politics, and marketing forces
- Raised more questions at the end – which is good – fosters an enquiring mind

Case 3: Wireless Payment – Wallet Share Updates and New Questions

When Payment Processing Becomes A Commodity

Posted 15 hours ago by [Christoffer O. Hernæs \(@hernæs\)](#)

0 Shares 115 Tweets 69



The Year Of Mobile Payments

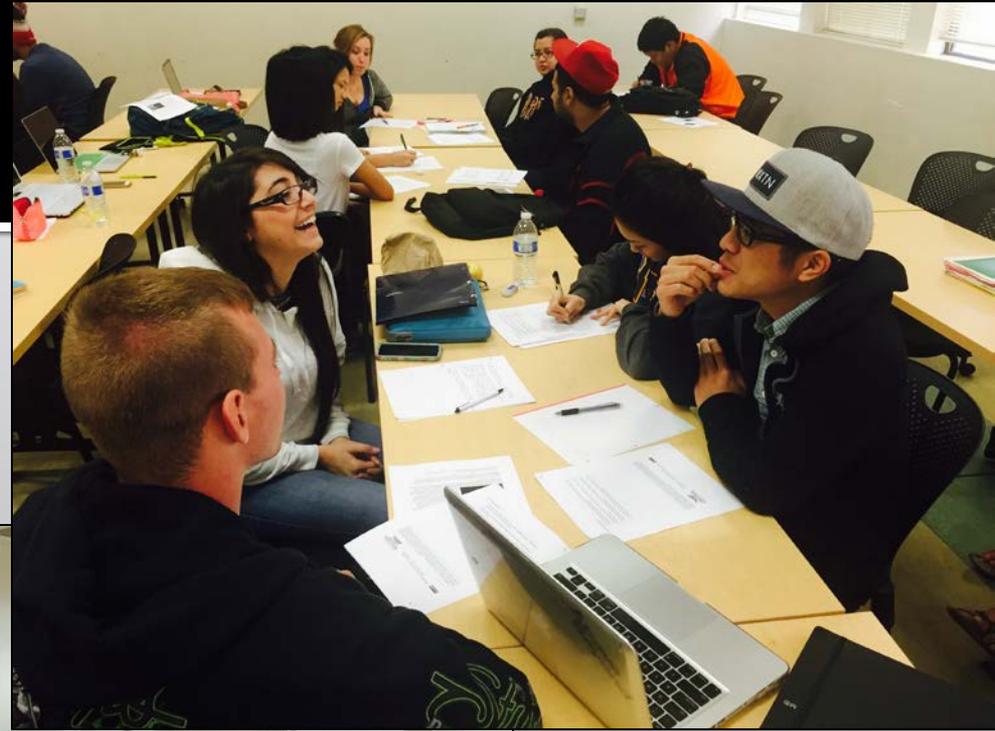
Posted Apr 19, 2015 by [Alix Murphy \(@AlixinLondon\)](#)

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Spring 2015

Case 2: Charge It!



Next Case Study - Service Supply Chain China's Nascent Package Delivery Service



Trade in Services

Global Economics

In China, FedEx and UPS Wait for Regulators to Renew Permits

By Bruce Einhorn | March 06, 2014

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Foreign Companies at Risk From Proposed Chinese Law

New regulation may render illegal a corporate structure used in China by companies like Amazon, CBS



Next Case Study – IOT Standards U.S. and Foreign Stakeholders

THE WALL STREET JOURNAL.

WSJ.com

March 18, 2015, 6:37 AM ET

Germany Moves Away From U.S.-Dominated IoT Standards Groups

By Friedrich Geiger and Archibald Preuschat



Intel takes on Qualcomm with rival connected-devices standard

By Dina Bass and Ian King

Bloomberg News

POSTED: 07/08/2014 01:58:32 PM PDT
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Do you know the way to San José?

IEEE-SIIT 2015

The 9th International Conference on Standardization and Innovation in Information Technology

6 - 8 October 2015

IEEE-SIIT conferences are held every two years. They aim at bringing together standardization researchers from different disciplines; IT-practitioners, policy makers, standards developers and users (administrations, companies, etc.) – that is, those who are interested in exchanging insights on standards and standardization, and appreciate the different angles and types of knowledge brought together.

Days

1 4 8

Hours

2 1

Minutes

1 7

Registration Coming
Soon

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