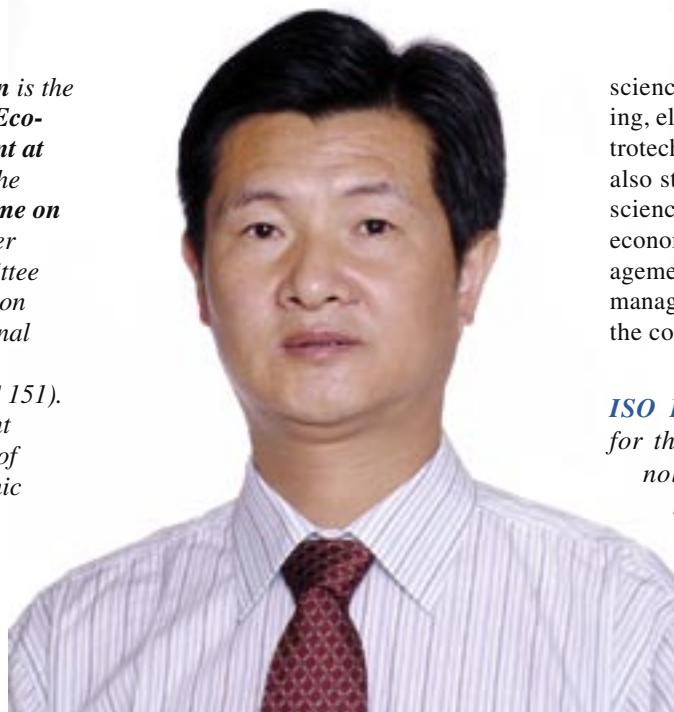


Guest View

Prof. Song Mingshun

Professor Song Mingshun is the Dean of the College of Economics and Management at China Jiliang University and the Chief Director of the programme on standardization. He is a member of the national technical committee for certification and accreditation (SAC/TC 261), and of the national technical committee for quality management in China (SAC/TC 151). He is also a scientific consultant of the China National Institute of Standardization and an economic consultant of the People's Government of Zhejiang Province. Previously, Prof. Song obtained a Masters degree at Zhejiang University, and was a visiting scholar at the Physikalisch-Technische Bundesanstalt (national metrology institute) in Germany. Currently, he teaches courses on standardization principles, international standardization, quality management, international trade theory and the ILIAS e-learning platform (a Web-based learning management system).



"There are more than 30 universities in China engaged in standardization education which look to China Jiliang University to lead the way."

science, physics, mechanical engineering, electronics, measurement and electrotechnology, among others. They must also study economics and management sciences, including macro- and micro-economics, international trade and management theory, marketing and financial management. In addition, they must take the courses listed in **Figure 1**.

ISO Focus: Standards are vehicles for the transfer of knowledge, technology and good business practices. How does China Jiliang University see the promotion of International Standards in education? What is the relationship between the University's programme and the Chinese industry?

Prof. Song Mingshun: As mentioned above, students must follow a course on international standardization and practice their skills on the ILIAS e-learning platform. Students in senior classes are encouraged to take the "internal auditor of ISO 9001" examinations. More than 70 % of graduates have obtained the internal auditor license based on ISO 9001:2000. To control and guarantee the quality of this pro-

ISO Focus: Firstly, our sincere congratulations, Prof. Song, on receiving the ISO Award for Higher Education in Standardization. To familiarize our readers, could you please describe the undergraduate programme in standardization at China Jiliang University?

Prof. Song Mingshun: The undergraduate programme on standardization at China Jiliang University is based on business discipline. The students are required to study and practice engineering and technology, including mathematics, computer

Figure 1 – Main courses related to standardization.

Curriculum	Course	Study hours
Standardization	Standardization principles	36
	International standardization	36
	WTO/Technical Barriers to Trade (TBT) – Sanitary and Phytosanitary (SPS)	36
	ISO 9000 family of standards and quality certification	54
	Quality management	54
	ILIAS e-learning platform	16



China Jiliang University, People's Republic of China.

gramme, a teaching quality management system based on ISO 9001:2000 has been set up. The system operates with high efficiency and is certified to ISO 9001:2000 (*photo below*).



The teaching quality management system is ISO 9001:2000 certified.

We have established contact with numerous organizations, including standardization bodies and business, that offer standardization internships which students in our programme must complete (*photo, page 6, top right*). Moreover, their officers or managers are often invited to give lectures on standardization at our university. More than 800 students have graduated from the undergraduate programme since 2000. About 95 % of them are working in the field of standards in business, standardization organizations, and others. (**Figure 2**).

ISO Focus: Capacity building of education professionals is an essential factor of success. What can be done to raise awareness of the importance of international standardization among current and future teachers for technology, business and legal curricula? Do you have initiatives or plans to network with other Chinese universities?

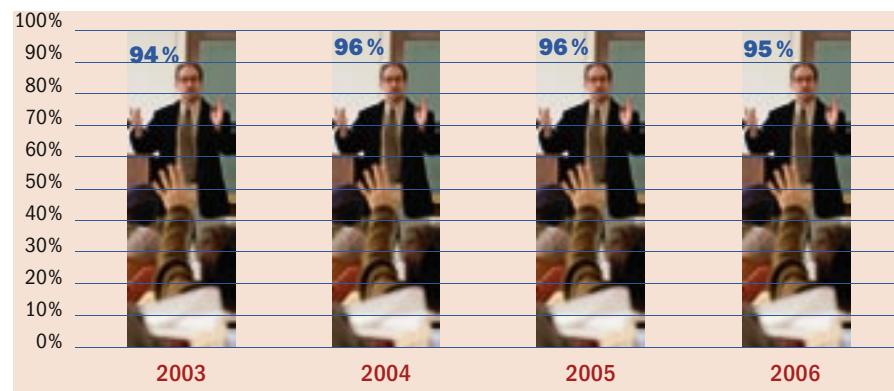
Prof. Song Mingshun: We have written and published a series of books related to standardization that have been adopted as textbooks by more than 20 universities in China (*See photo overleaf*). Eve-

ry semester, we offer a standardization course for students from eight universities in Hangzhou.

China Quality Daily, China Education Daily, Zhejiang Daily, and six other newspapers have reported on our standardization education programme on numerous occasions since 2000. In April 2007, I was invited to the studio of China Education Television to share our experience in higher education for standardization to the whole country!

At present, there are more than 30 universities in China engaged in standardization education which look to China Jiliang University to lead the way.

Figure 2 – Percentage of graduated students working in standardization jobs.



Guest View

We are planning to organize a national seminar that will serve as a platform for mutual communication among universities involved in standardization education. The seminar to be held annually will promote the rapid development of standardization education and international standardization in China.



Published books on standardization.

ISO Focus: In view of China's expanding role in the global economy, what is the importance of International Standards for China in accessing world markets and facilitating global trade? To what extent can the Jiliang University programme encourage and support the use of International Standards by China?

Prof. Song Mingshun: In China, International Standards play a crucial role. They are key for Chinese goods to enter the international market. Standards constitute an important tool for eliminating technical barriers to trade. Finally, small and medium-sized enterprises will benefit from their role as disseminators of technological progress, and promoters of improved product quality.

Many of our graduates are now pursuing careers where they work in the adoption of International Standards by business. More than 1200 professionals have been trained on the adoption of International Standards for standardization organizations and companies. We have held three international forums and three national conferences on standardization. More than 50 foreign experts and 400 Chinese professionals have visited our university to discuss standardization issues (photo at right).



Students learn about standardization during an internship in a Chinese company.

"Many of our graduates are now pursuing careers where they work in the adoption of International Standards by business."

ISO Focus: How do you see the evolution of the undergraduate programme in standardization at China Jiliang University, both nationally and internationally? What advice, based on your experience, would you like to give educational establishments in other countries?

Prof. Song Mingshun: Our university has formulated a development strategy for standardization education (from 2005 to 2010). In this strategy, we put forward the following objectives:

- to improve the degree of internationalization of higher education in standardization;
- to improve the standardization curriculum and promote it widely to other domestic universities;
- to actively develop the graduate programme in standardization.

Based on our experience, we realize that it is very important to offer under-



Mr. Liu Pingjun, Administrator of SAC, gives a speech on standardization strategy at Jiliang University.

Chinese university wins inaugural ISO Award for Higher Education in Standardization

The China Jiliang University, People's Republic of China, is the first winner of the ISO Award for Higher Education in Standardization. The inaugural award was presented at the 30th ISO General Assembly.

Prof. Song Mingshun, Dean of the College of Management, received the award on behalf of the university for its undergraduate programme on standardization. Making the presentation, Dr. George Arnold, ISO Vice-President (policy) and Chair of the selection committee which had unanimously designated the China Jiliang University as the winner, said that the committee was particularly impressed by:



Prof. Song Mingshun (centre) received the first ISO Award for Higher Education in Standardization on behalf of the China Jiliang University, People's Republic of China. On his left is Dr. George Arnold, ISO Vice-President (policy) and Chair of the selection committee, and on his right, ISO President Håkan Murby.

- the objectives and breadth of the programme ;
- the efficiency and the diversity of the pedagogical tools developed and used in the programme ;
- the follow-up of the students and the fact that they have taken up positions in very diverse organizations and industries.

The award comprises a certificate of appreciation and a cash prize of 15 000 Swiss francs. It is co-sponsored by ISO and the Japanese Industrial Standards Committee (JISC), the ISO member for Japan.

graduate courses on standard principles, international standardization, quality certification, and quality management. It is also important to set up internships with standardization bodies and business for practical experience. ■



Students from the China Jiliang University undergraduate programme on standardization enjoy ISO's chocolates, on the occasion of the organization's 60th anniversary.

