Optimizing partnerships between Academia and international professional bodies/associations: a path to succeed

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In the frame of Erasmus+ Program:
SOME WORDS ABOUT ME . . .

- My PhD is Information and Communication Technologies at ISCTE-IUL
- My graduation and Master are in Informatics Engineering at University of Coimbra
- I teach at ISCAC since 2000 and at IPC since 1998 (20 years) and I’m a teacher since 01/09/1993 (~25 years)
- I was working also at Coimbra Business School International Relations’ Office and in Post-Graduated Courses’ Project
- I’ve occasional collaborations with other organizations beyond ISCAC:
  - INDEG-Executive School | Portuguese Body of Engineers (Ordem dos Engenheiros)
  - Portuguese Institute of Statutory Auditor
  - Portuguese Association of Certified Public Accountants
  - Laureate University, …
AGENDA

Thematic focus
Target group & scope
Objectives
Implementation
Impact
Lessons learned
Open questions
Discussion
THEMATIC FOCUS

- Bologna Declaration and new subjects:
  - Auditing Information Systems

- New Master’s degree in Business and Public Auditing

- New rules and Accreditation procedures:
  - need to cooperate and to be inline with Professional Bodies

- Need to move:
  - formal models of teaching -> to hands on approach models
TARGET GROUP

Students expertise in Information Systems Auditing is required in labor market
However... students from IT Management have only one subject about Information Systems Auditing

New Master’s degree in Business and Public Auditing: students expertise in Information Technologies is needed
However... students have only 2 subjects about that: Auditing in Electronic Data Processing Environment and Information Technologies for Auditing
SCOPE

- IT Management Undergraduate Students
- Business and Public Auditing Master degree Students
- Academics
OBJECTIVES

- Create Partnerships with:
  - Portuguese Bodies related to Auditing
  - International Bodies related to Auditing and IT

- Promote activities in the context of the Partnerships:
  - Devoted to Students
  - Devoted to Academics
To the **Students**

- Promoting Seminars
- Prizes for the best papers / research work
- Prizes in events
- Gather national and international recognition and visibility
- Networking
- Free access to journals and webinars
- Help in the integration in the labor market
Main General Objectives of the Partnerships

- To the **School** and to **Academics**:
  - Improve school dynamics (and motivation!)
  - Help in the dissemination of the school and its offer
  - Possibility to create projects between partners and school
  - Networking
IMPLEMENTATION

2009
• Partnership with Portuguese Institute of Internal Auditors (IPAI)
• Outcomes: prize for the best work in Master Thesis | Free attendance in IPAI events for a number of students

2012
• Partnership with ISACA Lisbon Chapter
• Outcomes: New PG Course in Auditing, Risk and Information Systems’ Control
IMPLEMENTATION

2013

- ISACA Academic Advocates Program
- **Outcomes:** Access to Academic Advocates Program | Free access to ISACA Journal, surveys and some books

2014

- **ISACA Student Group** ISCAC
- **Outcomes to Students:** Seminars participation and promotion | free access to ISACA Journal, surveys and some books | Free access to Webinars | Invitations to networking activities
Since 2012:

- **Catch me if you can** organized by ISACA Lisbon Chapter and Coimbra Business School
- Creation and dissemination of **ISACA Student Group Activities** (website)
- 6 editions of **PG in Auditing, Risk and Information Systems Control** – in live training with students from Angola, Brazil, Cape Verde, Mozambique and Saint Tome and Prince
Since 2012:

- 2 Academic Advocates (April 2013)
- Collaboration with professionals in the scope of **6 editions of PG ARCSI**
- Integrate a special group of Academic Advocates has special benefits as **new networking opportunities**
- **5 editions of International Workshop of ICT for Auditing**, integrated in **Iberian Conference of Systems, Technologies and Information Systems**—Call for papers, papers indexes and collaboration with experts from 22 countries
Since 2012:

- **PG in Auditing, Risk and Information Systems Control** (PG ARCSI) recognized by ISACA as the first program in Portuguese Language in compliance with the ISACA
- ISCAC accomplished additional recognition in a new research area
- Partnerships with software houses to use educational versions of software in classes (free of charges)
IMPACT OF WICTA, WORKSHOP ON ICT FOR AUDITING

- 46 papers published with IEEE and Scopus index
- 67 members Program Committee
- 23 Countries in Program Committee
- 4 new international projects
- 13 Papers published by students
- 5 editions
LESSONS LEARNED

The outcomes exceeded the expectations

Students are interested in prizes, in attending recognized activities and - some of them – in publish their papers

Students need additional motivation to integrate the ISACA Students Group and to promote their own events Some students are not able to anticipate the benefits of the program

Academics are not taking advantage on the opportunities that ISACA gives to their members
OPEN QUESTIONS

ISACA Students Group’s Challenges:

- How to keep students enrolled with ISACA Lisbon Chapter and IPAi activities?
- How to promote the entrance of new members each Academic Year?

Academic Advocates’ challenges:

- How to get new members to be admitted in the program?
- How to proceed to attract participants to the activities developed during the Academic year?
EVIDENCES OF THE PROGRAM - SEMINARS

ISCAC: Especialistas discutiram proteção de dados pessoais
por Noticias de Coimbra     Maio 27, 2013

Especialistas em Proteção de dados pessoais e gestão do risco discutiram no ISCAC a forma como empresas e cidadãos podem gerir o risco e proteger os seus dados num mundo global.

“O Facebook é pior que a CIA”, título de uma reportagem de Miguel Martins em Falar Global, foi uma das afirmações reproduzidas e discutidas no Seminário “Catch me if you can: 3rd level” no ISCAC na passada 6.ª feira, dia 24, uma iniciativa que teve a sua 1.ª edição em 2010.

O Presidente do ISCAC, Manuel Castelo-Branco, abriu o Seminário com a constatação de que o risco de serem vítimas de infracções e fraudes que se tornam cada vez mais sofisticadas, com os avanços tecnológicos, é uma realidade que todos devem ter em conta.

O seminário teve como assunto os riscos associados à proteção de dados e a sua gestão em um contexto tecnológico cada vez mais avançado. O encontro contou com a participação de especialistas do campo, que abordaram temas relevantes como a legislação sobre privacidade, a segurança de dados em nuvem e a responsabilidade dos operadores.

O painel de debate, composto por especialistas em segurança de dados e jurisprudência, destacou a importância de um planeamento bem definido e da implementação de medidas de proteção adequadas, aplicando-se princípios éticos e legais.

A sessão de abertura contou com a participação de representantes de empresas e instituições que destacaram a necessidade de um enquadramento legal sólido e a importância da formação em questões de proteção de dados.

O Seminário terminou com um debate aberto, em que os presentes tiveram a oportunidade de perguntas e aprofundar em alguns dos tópicos abordados durante o evento.

O ISCAC continua a promover iniciativas que contribuem para a formação e a sensibilização dos seus alunos e colaboradores sobre as questões importantes na área da proteção de dados e gestão do risco.
EVIDENCES - ACADEMIC ADVOCATES PROGRAM
Recognized ISACA Student Groups

The following universities have gained official recognition for their ISACA Student Groups, and are authorized to use the ISACA Student Group logo on their communications, web pages, advertising and events.

Student Group Logo Use Guidelines

Instituto Superior de Contabilidade e Administração de Coimbra - ISCAC (Portugal) – Recognized June 2014
Contact Isabel Pedrosa, professor, faculty advisor and ISACA Academic Advocate at ipedrosa@iscac.pt
Chapter: Lisbon
DISCUSSION AND QUESTIONS
THANK YOU
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