



## **THE BCS SPECIALIST CERTIFICATE: BUSINESS RELATIONSHIP MANAGEMENT**



The Specialist Certificate in Business Relationship Management provides candidates with an understanding of the principles of, and practical experience of using, industry best practice involved in operating, monitoring, reporting, implementing, planning and improving Business Relationship Management.

### **Target Group**

This course is aimed at those working or preparing to work in a Business Relationship environment whether at a technical, operational, supervisory or managerial level. This course may also be of value to Project Managers, Business Managers and Business Process Owners, Service Owners and personnel working in other areas of ITSM.

### **This course is aimed at:**

- Individuals who require a working knowledge of the industry best practice used in BRM and how it may be used to enhance the quality of ITSM within an organisation.
- IT professionals who are working within an organisation which has adopted and adapted some of these practices and are required to deliver or improve BRM within an ongoing Service Improvement Programme (SIP).

### **Learning Objectives**

Holders of the BCS Specialist Certificate in Business Relationship Management will be able to demonstrate their competence in, and their ability to:

- Explain the goal and objectives of Business Relationship Management
- Understand and explain processes, roles and functions, especially those related to BRM
- Use different approaches to, and application of, standards, industry best practice frameworks and guidelines, relevant to BRM
- Develop and improve the internal, customer and business focus of BRM
- Define the value of IT to the business, the business value chain and the value network
- Implement and manage the processes for managing the provision of service, implementation of new services and service reporting through all stages of the service lifecycle
- Develop and agree the approach to business/IT alignment in collaboration with the relevant stakeholders
- Develop relationships with customers and business managers by meeting, discussing, reviewing and negotiating with customers, users, stakeholders and other business managers
- Understand the business viewpoint and the need for communication
- Use and apply the Demand Management process to define future customer and business needs
- Assist with the production of business cases
- Be aware of the support tools and techniques available for the implementation and support of Business Relationship Management, where possible identifying and instigating improvements
- Practical analysis of reports and statistics and proposing resolutions to improve the overall service performance
- Produce BRM reports for dissemination and interpret and use their contents
- Understand the interdependencies between BRM and other IT areas and processes
- Assist with the planning and implementation of BRM

### **Specialist Qualifications for Service Management Professionals**

The Specialist Qualifications are ideal for those individuals wishing to progress their career in IT Service Management. They provide you with working knowledge of the industry best practice for your specific job role and how you can use this knowledge to enhance the service management processes and practices within your organisation whilst progressing your own career.

### **The benefits for you**

- Job specific, industry relevant certification that supports career development
- Recognition for specialist skill and knowledge
- Follow on from ITIL Foundation and bridge to Intermediate
- Mapped directly to SFIA and SFIAplus - highly relevant to an individual's career path
- Internationally recognised
- 1.5 credits towards your ITIL Expert Award



### Prerequisite Entry Criteria

Candidates wishing to be trained and examined for this qualification must already hold the ITIL Foundation Certificate in IT Service Management (includes the v3 Foundation or v2 Foundation plus Bridge Certificate) which shall be presented as documentary evidence to gain admission. It is recommended that candidates have a minimum of two years' experience in IT Service Management

### What is provided?

- **Comprehensive course materials** – We provide a full copy of all the course slides with room to make your own notes, there is also a full copy of the ITIL Glossary and acronyms list and many course handouts.
- **Example Questions** – To get you plenty of exam practice we have accredited sample papers which will be covered in exam conditions and during the course there are actual exam sample questions at the end of each section.
- **Lunch and Refreshments** – We recognise that to get the best out of our delegates we need to make sure we give you brain food and refreshments; these are available throughout the day.
- **Follow up Guidance** – We are certain that following the course you will have many questions and our tutors and sales team are available to discuss where to go next or even how to get started with putting what you have learnt on the course onto practice.

### Examination

25 multiple choice, scenario-based questions over 90 minutes. Pass mark is 16/25 or 64%.

### Why should I undertake ITIL training?

- Helps you to do your job more effectively
- Get an industry recognised professional qualification

### What is the benefit of ITIL training in my organisation?

ITIL delivers four main areas of savings potential:

- Cost savings – money currently being spent can be reduced.
- Cost avoidance – money allocated for spending can be saved.
- Higher IT productivity – increased productivity and reduced costs.
- Increased Business productivity – resulting from higher quality IT services.

### Don't just take our word for it, this is what our customers say about our training:

"This course increased & improved my understanding giving me greater insight into our business functions"

"The trainer had great knowledge of the subject"

"Course was very relevant to my job"

"The trainer made the subject interesting and enjoyable"

"The course was very relevant to my post and will help us start to develop strategies and policies within our organisation"

**In the current economic climate every organisation has to make their budget stretch further and ITIL provides a clear set of processes that can deliver savings in the following areas:**

- Vendor management savings through effective supplier management
- Resource management savings through first time fixes and less rework
- Asset management savings through effective licence management
- End-user productivity increases through reduced downtime
- Increased resource efficiencies through efficient process management

### Why should you take your training with Purple Griffon?

- We have over 50 ITIL Expert tutors
- We use our own accredited materials
- We have been delivering ITSM training for over 8 years
- We are accredited through BCS to deliver this training
- We have trained thousands of delegates worldwide

### Who have we have trained?



This course is available as a public scheduled course and also as a private single company course. Please see [www.purplegriffon.com](http://www.purplegriffon.com) for dates and locations.

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