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| **Course Title**: ITIL® 4 Specialist: Business Relationship Management (BRM) Online | |
| **Exam**: Included | **Exam Type**: Proctored Exam |
| **Qualification**: ITIL® 4 Specialist: Business Relationship Management (BRM) Certificate | |

## Course Syllabus

Our ITIL® 4 Specialist Business Relationship Management (BRM) online training course will cover the following topics:

**1. Understand The Key Concepts Of Business Relationship Management (BRM)**

- 1.1. Identify the purpose, PSFs, and value of the Business Relationship Management (BRM) practice.
- 1.2. Understand the key challenges of Business Relationship Management (BRM).
- 1.3. Understand the key stakeholders of service relationships.
- 1.4. Understand the service journey model including the steps and the role of touch-points and service interactions.
- 1.5. Understand the types of service relationship and the role of Business Relationship Management (BRM) in each type of service relationship.

**2. Understand The Business Relationship Management (BRM) Value Streams & Processes**

- 2.1. Understand the ITIL® service value chain model and the roles and relationships of service value streams, practices, and processes in creation of value.
- 2.2. Understand the two main processes of the Business Relationship Management (BRM) practice, including their key inputs and outputs, activities and key questions.
- 2.3. Know how to develop and apply relationship models. 2.4. Know how to integrate Business Relationship Management (BRM) in the organisation's value streams.

**3. Know How To Apply The Business Relationship Management (BRM) Models & Techniques**

- 3.1. Know how to apply the following in the context of Business Relationship Management (BRM), including stakeholder analysis and mapping, Gemba walk, and the voice of the customer.

**4. Understand Business Relationship Management (BRM) Roles, Skills & Organisational Solutions**

- 4.1. Understand the key skills required for Business Relationship Management (BRM).
- 4.2. Describe the responsibilities of the relationship manager and relationship agent roles.
- 4.3. Know how to apply the LACMT model to Business Relationship Management (BRM) activities.
- 4.4. Know how to position Business Relationship Management (BRM) within an organisational structure.

**5. Understand How Information & Technology Supports And Enables Business Relationship Management (BRM)**

- 5.1. Identify the key inputs and outputs of the Business Relationship Management (BRM) practice.
- 5.2. Describe the key Business Relationship Management (BRM) automation tools and their role in the practice.

**6. Understand The Role Of Partners & Suppliers In Business Relationship Management (BRM)**

- 6.1. Understand the complexity of service relationships.
- 6.2. Understand the dependencies of Business Relationship Management (BRM) on third parties.

**7. Know How To Develop The Business Relationship Management (BRM) Capability In An Organisation**

- 7.1. Understand the key concepts of the ITIL® maturity model, including capability assessment, and the capability levels and criteria.
- 7.2. Know how to apply capability criteria to plan Business Relationship Management (BRM) capability development.
- 7.3. Identify key metrics and methods for improving Business Relationship Management (BRM) capabilities.
- 7.4. Apply the key steps of the Business Relationship Management (BRM) capability development.

## Course Overview

Our ITIL® 4 Specialist Business Relationship Management (BRM) online training course will teach you the key concepts, principles, and guidance of Business Relationship Management (BRM).

Business Relationship Management (BRM) is ideal for professionals working on stakeholder analysis and relationship management.

## Course Learning Outcomes

Our ITIL® 4 Specialist Business Relationship Management (BRM) online training course will enable you to:

- Define Business Relationship Management roles, responsibilities, knowledge, and skills.
- Ensure stakeholders understand the strategic and operational requirements to co-create value and achieve business goals.
- Apply Business Relationship Management metrics and practice success factors to improve performance.
- Measure, assess and develop Business Relationship Management capability by using the ITIL 4 Maturity Model.

## Audience

Our ITIL® 4 Specialist Business Relationship Management (BRM) training course is suitable for the following roles:

- Business Relationship Managers
- Business Managers
- IT Managers
- Customer Relationship Managers
- External Partners
- Provider Managers
- Marketing Professionals
- Service Management Professionals

## Entry-Level Requirements

The ITIL® 4 Foundation or the ITIL V3 Foundation certificate is the prerequisite for our ITIL® 4 Specialist Business Relationship Management (BRM) training course.

## Recommended Reading

It might be useful to revise your ITIL® 4 Foundation level materials again to reinforce your existing level of knowledge of ITIL® 4.

## What's Included

Our ITIL® 4 Specialist Business Relationship Management (BRM) training course includes the following materials:

- Access to ITIL® 4 Specialist Business Relationship Management (BRM) E-Learning Course
- ITIL® 4 Specialist Business Relationship Management (BRM) Exam Voucher

## Exam Information

The ITIL® 4 Specialist Business Relationship Management (BRM) examination is intended to assess whether you can demonstrate sufficient understanding and application of the concepts covered in the ITIL® 4 Business Relationship Management publication including key elements of the ITIL® 4 framework such as the ITIL® Service Value Chain model and how it is used with the ITIL® practices to create value.

**ITIL® 4 Specialist Business Relationship Management (BRM) Examination:**
Questions: 40
Format: Multiple-Choice
Duration: 90 Minutes
Pass Mark: 26 / 40 (65%)
Materials Allowed: None - Closed Book
Read the PeopleCert Official Guidance for Windows Devices and MacOS Devices for a step-by-step guide on how to take your online proctored examination.

**Your Identification Document (ID):**
On the day of your exam, your Proctor will verify your ID. You are responsible for ensuring the ID used to register and take your exam is valid and acceptable. On your exam day, if you do not present valid and acceptable ID, or the First/Middle Name(s) and Last Name of your ID do not exactly match the name you used to register for your exam, you will not be allowed to test and will not be entitled to a refund. You will, however, be able to re-book your exam following the standard exam booking process. Your ID must:

Be current and valid – ID containing dates that have expired are not allowed.
Be an original, not a photocopy.
Include a recognisable photo of you.
Match the information you gave when you booked your online exam.
Be a government-issued national/state/province identity card that is recognized by the country in which you are a citizen or permanent resident.
Contain your Birthdate/Year.
Contain your First/Middle Name(s) and Last Name in English (Latin) characters.
Please Note: Electronic IDs will not be accepted.

From 01 January 2023: All PeopleCert certifications will need to be renewed after three years. You can do this by retaking the examination before the renewal date, collecting professional development points via MyAXELOS or taking further certifications before the renewal date. If you make the decision to not renew your certification, you will not be removed from the Successful Candidate Register (SCR). You will remain on the Successful Candidate Register (SCR), however it will be flagged that your

certification is not up to date.

## What's Next

After you have completed our ITIL® 4 Specialist Business Relationship Management (BRM) training course, you should consider taking the other ITIL® 4 modules:

- ITIL® 4 Specialist Create, Deliver & Support (CDS)
- ITIL® 4 Specialist Drive Stakeholder Value (DSV)
- ITIL® 4 Specialist High Velocity IT (HVIT)
- ITIL® 4 Strategist Direct Plan & Improve (DPI)
- ITIL® 4 Leader Digital & IT Strategy (DITS)

## Additional Information

The ITIL® 4 Specialist Business Relationship Management (BRM) module is structured and aligned around the ITIL® Framework and the ITIL® Practice Guides.