PURPLE GRIFFON
The IT Service Management Training & Consultancy Specialists

Course Title: Enterprise Service Management (ESM) Practitioner	**Course Duration**: 2.0 Days
Exam: Included	**Exam Type**: Proctored Exam
Qualification: Enterprise Service Management (ESM) Practitioner Certificate	

Course Syllabus

Syllabus Category and Number of Questions	Syllabus Sub-Category and Assessment Criteria	Bloom's Level	Marks Availab
1. The Journey to Service Excellence 10 questions	Understand key terms and their meaning: Service excellence Service management and enterprise service management The service provider as a cost centre, service provider, business partner and innovator Cross-functional working The capability axis and the value axis The value stream and the supply chain Optimising the customer journey using Lean, Six Sigma, problem management and continual service improvement	2	4
	Understand key roles and responsibilities: Stakeholders Customers Consumers Suppliers and partners	2	2
	Understand and apply key techniques: Stakeholder mapping Value stream mapping Process adoption	3	4

2. Service Management Concepts 4 questions	Understand the meaning and application of value: Services The value of a service The efficiency of a service	2/3	2
	a) The effectiveness of a service Understand the meaning and application of governance: Service governance Process governance	2/3	2
	d) The process control model		
Syllabus Category and Number of Questions	**Syllabus Sub-Category and Assessment Criteria**	**Bloom's Level**	**Marks Availab**
3. Adopting and Adapting Service Management 11 questions	Understand the meaning and application of: Transformation programmes Kotter's eight step change model The CSI model and the CSI register A service directory Matrix management Measurement Process optimisation Process policies Process maturity	2/3	9
	Understand the roles and responsibilities of: The Process Owner The Process Manager The Service Owner	2	1

Understand the meaning and application of: Service costing Incident or failure costing	2/3	1	
4. The ESM Principles 4 questions	Understand the meaning and application of: Focus on value Start where you are Progress iteratively with feedback Collaborate and share success Think and work holistically Keep it simple and practical Optimise and automate	2/3	4
5. The ESM dimensions 1 question	Understand the meaning and application of: Information and technology Organisations and people Value streams and processes The physical environment	2	1
6. The structure and application of the ESM processes 10 questions	Understand the meaning and application of: Support centre management Incident management Problem management Operational change management Service level management Relationship management Supplier and partner management Business analysis Knowledge management Risk and continuity management	2/3	10

Course Overview

Our two-day Enterprise Service Management (ESM) Practitioner training course will introduce you to the theory and leading practices relating to Enterprise Service Management (ESM) including the provision and consumption of services in any service environment.

Course Learning Outcomes

Our Enterprise Service Management (ESM) Practitioner training course includes both theoretical and practical guidance that will allow you to take away and successfully apply improvement ideas to beneficial effect within your working environment and across the entirety of the enterprise service management landscape.

Qualifying for the Enterprise Service Management (ESM) Practitioner certificate is in two parts as follows:

Part A) comprises an assessment of your practical knowledge and course contribution through on-course assessment by the tutor. This assessment will represent 20% of the final score and is based on the following criteria:

- Level 1: Demonstrated no understanding of ESM, made no effective contribution to the course and played little if any active part in the exercises
- Level 2: Showed almost no understanding of ESM, contributed very little to the course and played only a peripheral role in the exercises
- Level 3: Showed a basic understanding of ESM, made a small contribution to the course and played a minor part in the exercises
- Level 4: Showed some understanding of ESM, made minor contributions to the course and was active in a few of the exercises
- Level 5: Understood the basics of ESM, made small but effective contributions to the course and was active in many of the exercises
- Level 6: Showed a good theoretical understanding of ESM, made several useful contributions to the course and was active in most of the exercises
- Level 7: Showed a theoretical and practical understanding of ESM, was fully engaged during the course and took a leading role in at least one exercise
- Level 8: Demonstrated a good practical understanding of all aspects of ESM, participated in many course discussions and took a leading role in at least two exercises
- Level 9: Demonstrated strong practical understanding of ESM, was active in most course discussions and took a leading role in several exercises
- Level 10: Demonstrated exceptional practical understanding of ESM, contributed to, prompted and/or led several course discussions and was fully engaged in all exercises

Part B) comprises an exam paper of 40 questions designed to test your knowledge of ESM at a Foundation level.

Audience

Our Enterprise Service Management (ESM) Practitioner training course is valuable for a range of professionals within an organisation who are involved in managing services, processes, or customer interactions:

IT Managers & Leaders: To extend IT Service Management (ITSM) practices to other departments and improve service delivery across the enterprise.

Department Heads & Managers (Non-IT): Leaders from HR, finance, legal, facilities, and other business units who want to adopt service management principles to improve efficiency and collaboration in their departments.

Service Desk & Operations Teams: Those responsible for delivering services to internal or external customers and looking to streamline their processes through ESM.

Process Owners and Managers: Individuals who design, manage, or improve organisational processes across different departments.

Business Transformation Teams: Professionals involved in digital transformation or business improvement initiatives to drive better service alignment across the organisation.

Change Managers: Those overseeing organisational change efforts who want to incorporate service management best practices into their approach.

Project Managers: To understand how ESM can contribute to improved project execution through better service coordination and process automation.

Service Delivery Managers: People responsible for ensuring that the quality of service delivery across various departments meets organisational standards.

Consultants & Advisors: External or internal consultants looking to help organisations implement or optimise ESM strategies.

Anyone involved in improving efficiency, customer satisfaction, or operational effectiveness through structured service management practices can benefit from ESM training.

Entry-Level Requirements

There are no formal entry-level requirements for our Enterprise Service Management (ESM) Practitioner training course.

Recommended Reading

There is no recommended reading associated with our Enterprise Service Management (ESM) Practitioner training course.

What's Included

Our Enterprise Service Management (ESM) Practitioner training course will include the following:

- Full Course Manual
- Quizzes
- Exercises
- Enterprise Service Management (ESM) Practitioner Exam Voucher

Exam Information

Enterprise Service Management (ESM) Practitioner Examination:

Exam Duration: 60 Minutes

Number Of Questions: 40

Level Of Thinking: Blooms Levels 2 & 3

Materials Allowed: None

There are four grades based on the combination of the candidate's performance across both the on- course assessment and the exam paper:

- Fail: Less than 20 out of 50
- Pass : Between 20 and 30 out of 50
- Merit: Between 31 and 37 out of 50 Distinction: More than 37 out of 50

What's Next

Our ITIL® 4 Foundation training course will enable you to understand a new way to look at IT Service Management (ITSM) through a Service Value System (SVS).

Our ITIL® 4 Foundation training course will educate you on how to manage IT services and achieve business value within an enterprise.

It is a widely accepted approach in IT Service Management (ITSM) and will introduce you to the core principles of ITIL® best practices and concepts.

Additional Information

Enterprise Service Management (ESM) enhances efficiency and collaboration across an entire organization by applying IT service management principles to all departments, such as HR, finance, and facilities. By standardizing processes and automating workflows, ESM reduces manual tasks and streamlines operations, leading to faster service delivery and fewer delays. This not only improves operational efficiency but also enhances communication between teams, breaking down silos and fostering better coordination. The ability to track and manage service requests centrally provides greater visibility, accountability, and consistency in service quality across the enterprise.

Moreover, ESM improves user experiences by offering self-service portals and automated solutions, enabling employees and customers to access services more easily. It also supports digital transformation by integrating services across the organization, promoting innovation, and reducing costs through automation. With better reporting and analytics, organizations can make informed decisions to optimize processes and resources. Ultimately, ESM drives greater satisfaction for both employees and customers while ensuring scalability, compliance, and flexibility as the business grows.