Foundations of IT Service Management: Service Excellence, Governance & Value Creation

22 – 26 November 2026
Dubai (UAE)



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Introduction

The Foundations of IT Service Management: Service Excellence, Governance & Value Creation Course is designed to provide participants with a comprehensive understanding of the principles, concepts, and practices that support effective service management in modern organizations. As technology continues to play a critical role in business operations, service delivery, and digital transformation initiatives, organizations require structured approaches that ensure services remain reliable, efficient, and aligned with business objectives.

This course introduces participants to the essential elements of service management, including service value creation, governance, operational effectiveness, service delivery models, stakeholder engagement, and continual improvement practices. Participants will gain practical knowledge of how services support organizational goals and contribute to long-term business success.

Through practical discussions, interactive exercises, and real-world examples, participants will develop the knowledge and confidence needed to support service excellence initiatives, improve operational performance, and strengthen the alignment between technology services and organizational priorities.

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamental concepts and terminology of modern IT Service Management.
- Recognize the importance of service management in achieving organizational objectives.
- Understand the principles that support effective service delivery and value creation.
- Explore the organizational, technological, operational, and stakeholder factors that influence service performance.
- Understand governance concepts and their role in service management.
- Analyze how services contribute to business value and operational effectiveness.
- Apply service management principles to support service quality and reliability.
- Improve decision-making through a service-oriented management approach.
- Understand continual improvement methodologies and their practical application.
- Support organizational performance through structured service management practices.



Course Outlines

Day 1: Introduction to Service Management Concepts

- Fundamentals of modern IT Service Management.
- Evolution of service management practices.
- Understanding service relationships and value creation.
- Key stakeholders in service environments.
- Service outcomes, costs, risks, and value considerations.
- The role of service management in supporting business objectives.
- Practical exercise: Aligning business needs with service outcomes.

Day 2: Service Management Components and Organizational Integration

- Organizational factors influencing service success.
- Technology and information as service enablers.
- Managing suppliers and service partners.
- Service workflows and operational processes.
- Integrating service management across the organization.
- Building collaborative service delivery environments.
- Practical examples of service management integration.

Day 3: Service Governance and Value Creation

- Principles of service governance.
- Governance structures and accountability.
- Service value creation and delivery models.
- Service lifecycle considerations.
- Strategic alignment between services and business objectives.
- Continual improvement concepts and methodologies.
- Workshop: Applying governance principles to service challenges.

Day 4: Core Service Management Practices

- Introduction to essential service management practices.
- Service interruption response and recovery processes.
- Problem identification and resolution approaches.
- Managing service changes and operational improvements.
- Service support functions and responsibilities.
- Service quality management and performance enhancement.
- Practical exercises on common service management scenarios.



Day 5: Practical Application and Service Improvement

- Applying service management principles to organizational challenges.
- Service improvement initiatives and planning.
- Information security considerations in service environments.
- Service management case studies and practical discussions.
- Building sustainable service improvement roadmaps.
- Final practical assessment and knowledge review.
- Course wrap-up and action planning.

Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of modern service management concepts and practices.
- Improve service quality and operational effectiveness.
- Strengthen alignment between services and organizational objectives.
- Develop a service-oriented mindset focused on value creation.
- Improve decision-making and problem-solving capabilities.
- Support continual improvement initiatives within the organization.
- Enhance collaboration between technology and business functions.
- Build a strong foundation for professional growth in service management.
- Learn practical approaches for improving service reliability and performance.
- Contribute to organizational excellence through effective service management.

Conclusion

The Foundations of IT Service Management: Service Excellence, Governance & Value Creation Course provides participants with a structured and practical introduction to the principles and practices that support effective service management. By focusing on value creation, governance, operational effectiveness, and continual improvement, the course equips professionals with the knowledge required to support reliable service delivery and organizational success.

Through practical exercises, discussions, and real-world examples, participants develop a comprehensive understanding of how services contribute to business outcomes and stakeholder satisfaction. They also gain valuable insights into service governance, operational performance, and improvement methodologies that support long-term organizational growth.

Upon completion, participants will be better prepared to contribute to service improvement initiatives, support operational excellence, strengthen service performance, and help build efficient, resilient, and value-driven service environments.

