

# ITIL® 4 Specialist: Business Relationship Management

Kód kurzu: H38CMS

Technology has transformed the way we work, socialize, purchase goods, and interact with services, fuelling new behaviours, demands and experiences. Consumers and users now expect more, which puts pressure on providers to deliver higher quality IT-enabled products and services at a quicker pace. Business relationship management (BRM) is often named as one of the most needed ITSM practices, but rarely among the most developed. An IT service provider simply cannot exist without establishing and managing relationships with business sponsors and customers, and yet business relationships are often left undermanaged. Despite popular belief that IT and business should always be strategic partners, in reality different organizations need different types of service relationships with IT. A shared vision of the role of digital technology within the wider business is the most important factor of these relationships, even if this role is not strategic. This module has been created to help organizations develop better service relationships between IT and business, whether these are basic relationships, cooperation, or strategic partnerships based on close collaboration. The exam is included in the price of the training.

Pobočka	Dní	Katalógová cena	ITB
Praha	3	33 600 Kč	0
Bratislava	3	1 470 €	0

Všetky ceny sú uvedené bez DPH.

## Termíny kurzu

Dátum	Dní	Cena kurzu	Typ výučby	Jazyk výučby	Lokalita
14.04.2025	3	34 500 Kč	Online	EN	Gopas Praha Přeprdej online
12.05.2025	3	34 500 Kč	Prezenčný	CZ/SK	Gopas Praha Přeprdej prezenční

Všetky ceny sú uvedené bez DPH.

## Pre koho je kurz určený

- Anyone involved in building and maintaining relationships between IT and the business
- Candidates who wish to take the ITIL 4 Business Relationship Management qualification

## Čo Vás naučíme

The ITIL® 4 Specialist: Business Relationship Management module provides candidates with:

- An understanding of the key concepts, principles, value and challenges of the Business Relationship Management practice
- Best practice guidance from the strategic as well as day-to-day perspectives on how to apply in practice concepts, including stakeholder analysis and management of requirements, BRM roles and responsibilities, models and techniques, and service relationships

## Požadované vstupné znalosti

There are no prerequisites for the ITIL 4 Extension Modules. However, candidates must have attended an accredited training course for this module.

## Študijné materiály

Príručka ku kurzu firmy ITIL podľa programu kurzu.

## Osnova kurzu

### Module 1: Key Concepts of Business Relationship Management

- Purpose of business relationship management
- Service relationships
- Stakeholders

#### GOPAS Praha

Kodaňská 1441/46  
101 00 Praha 10  
Tel.: +420 234 064 900-3  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Brno

Nové sady 996/25  
602 00 Brno  
Tel.: +420 542 422 111  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Bratislava

Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 248 282 701-2  
[info@gopas.sk](mailto:info@gopas.sk)



Copyright © 2020 GOPAS, a.s.,  
All rights reserved

# ITIL® 4 Specialist: Business Relationship Management

- Practice success factors
- Challenges of business relationship management

## Module 2: Business Relationship Management Models

- Service journeys
- Business relationship management models
- Business relationship management techniques

## Module 3: Business Relationship Management Value Streams and Processes

- Service value chain
- Value streams
- Business relationship management processes
- Integrating business relationship management into value stream

## Module 4: Business Relationship Management

### Roles, Skills and Organizational Considerations

- Positioning business relationship management in the organization
- Key roles
- Business relationship management skills and competencies

## Module 5: Information and Technology to Support Business Relationship Management

- Key inputs and outputs of the practice
- Key business relationship management tools

## Module 6: The Role of Partners and Suppliers in Business Relationship Management

- Understanding the complexity of service relationships
- Understanding the dependencies of business relationship management on third parties

## Module 7: Developing Business Relationship Management Capability

- ITIL maturity model
- Applying capability criteria business relationship management capability development
- Key metrics and methods for improving business relationship management capability

## Exam Preparation

- *The exam voucher is included in the price of the training*

**GOPAS Praha**  
Kodaňská 1441/46  
101 00 Praha 10  
Tel.: +420 234 064 900-3  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Brno**  
Nové sady 996/25  
602 00 Brno  
Tel.: +420 542 422 111  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Bratislava**  
Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 248 282 701-2  
[info@gopas.sk](mailto:info@gopas.sk)



Copyright © 2020 GOPAS, a.s.,  
All rights reserved