ITIL® 4 Managing Professional

Drive Stakeholder Value (DSV) Syllabus (DRAFT)

AXELOS.com

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Contents

1   Introduction

The purpose of this document is to outline:

- the learning outcomes of the ITIL 4 Drive Stakeholder Value (DSV) qualification and the assessment criteria that a candidate is expected to meet for each learning outcome (with reference to the *ITIL 4 Drive Stakeholder Value* publication and the *ITIL Practice Guide* library)

- the examination design, in terms of question types to be used, exam duration and administrative considerations

- the weightings (number of questions) across learning outcomes, assessment criteria and 'Bloom's level' (level of cognitive processing required to answer the question/task, according to Bloom's (revised) taxonomy).

The target audience for this document is:

- The AXELOS Examination Institute partner, PeopleCert

- Accredited Organization partners

The purpose of the ITIL 4 Drive Stakeholder Value Qualification is:

- to provide the candidate with an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners, including key CX, UX and journey mapping concepts.

The purpose of the ITIL 4 Drive Stakeholder Value Examination is:

- to assess whether the candidate can demonstrate sufficient understanding and application of ITIL 4 to all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. The ITIL 4 Drive Stakeholder Value qualification is one of the pre-requisites for the designation of ITIL 4 Managing Professional which assesses the candidates practical and technical knowledge about how to run successful, modern, IT-enabled services, teams and workflows.

The target audience for this qualification is:

- individuals continuing their journey in service management

- ITSM managers and aspiring ITSM managers

- ITSM practitioners who are responsible for managing and integrating stakeholders, focus on the customer journey and experience, and/or are responsible for fostering relationships with partners and suppliers

- existing ITIL qualification holders wishing to develop their knowledge.

2   ITIL 4 Drive Stakeholder Value Syllabus

The table below specifies the learning outcomes of the ITIL 4 Drive Stakeholder Value qualification, and the assessment criteria used to assess a candidate's achievement of these learning outcomes, subsequent to a course of study.

Note: Principal book references are in parentheses. These refer to the section, but not the subsections within it. The verb for each assessment criterion indicates the Bloom's level (BL): 'Describe'/'Explain', indicates Level 2 understanding/comprehension, and 'Know how to' indicates Level 3 application.

Learning Outcome	Assessment Criteria	BL	No. marks
1. Understand how customer journeys are designed	1.1 Understand the concept of the customer journey (2, 2.1, 2.2)	BL2	1
	1.2 Understand the ways of designing and improving customer journeys (2.3, 2.3.1-4, 2.4, 2.4.1-3, 2.5, 2.6)	BL2	1
2. Know how to target markets and stakeholders	2.1 Understand the characteristics of markets (3.3, 3.3.1, 3.3.1.1-2)	BL2	1
	2.2 Understand marketing activities and techniques (3.4, 3.4.1-9, 3.5)	BL2	1
	2.3 Know how to describe customer needs and internal and external factors that affect these (3.1, 3.1.1-5, 3.3.2)	BL3	1
	2.4 Know how to identify service providers and explain their value propositions (3.2, 3.2.1)	BL3	1
3. Know how to foster stakeholder relationships	3.1 Understand the concepts mutual readiness and maturity (4.3.5)	BL2	1
	3.2 Understand the different supplier and partner relationship types, and how these are managed (4.4, 4.2, 4.2.1-3)	BL2	1
	3.3 Know how to develop customer relationships (4.1, 4.1.1-2, 4.3, 4.3.1-4 (including all subsections))	BL3	1
	3.4 Know how to analyse customer needs (4.1, 4.1.1-2, 4.3.4, 4.3.4.1-3)	BL3	
	3.5 Know how to use communication and collaboration activities and techniques ()	BL3	
	3.6 Know how the "*Relationship management*" practice can be applied to enable and contribute to fostering relationships (the 'relationship management' practice 2.4.1)	BL3	1

Learning Outcome	Assessment Criteria	BL	No. marks
	3.7 Know how the "*Supplier management*" practice can be applied to enable and contribute to supplier and partner relationships management (the 'supplier management' practice 2.4.1-2.4.3)	BL3	1
4. Know how to shape demand and define service offerings	4.1 Understand methods for designing digital service experiences based on value driven, data driven and user centred service design (5.3, 5.3.1-6)	BL2	1
	4.2 Understand approaches for selling and obtaining service offerings (5.4, 5.4.1-3)	BL2	1
	4.3 Know how to capture, influence and manage demand and opportunities (5.1, 5.1.1-5 (including all subsections))	BL3	2
	4.4 Know how to collect, specify and prioritise requirements from a diverse range of stakeholders (5.2, 5.2.1-7)	BL3	2
	4.5 Know how the "*Business analysis*" practice can be applied to enable and contribute to requirement management and service design (the 'business analysis' practice 2.4.x)	BL3	1
5. Know how to align expectations and agree details of services	5.1 Know how to plan for value co-creation (6.1, 6.1.1-3)	BL3	4
	5.2 Know how to negotiate and agree service utility, warranty and experience (6.2.4, 6.2.4.1-3)	BL3	
	5.3 Know how the "*Service level management*" practice can be applied to enable and contribute to service expectation management (6.3.7, the 'service level management' practice 2.4.1)	BL3	
6. Know how to onboard and offboard customers and users	6.1 Understand key transition, onboarding and offboarding activities (7)	BL2	3
	6.2 Understand the ways of relating with users and fostering user relationships (7.2, 7.2.1-2)	BL2	
	6.3 Understand how users are authorized and entitled to services (7.4)	BL2	
	6.4 Understand different approaches to mutual elevation of customer, user and service provider capabilities (7.5)	BL2	

Learning Outcome	Assessment Criteria	BL	No. marks
	6.5 Know how to prepare onboarding and offboarding plans (7.1, 7.1.1-4, 7.6, 7.6.1-2, 7.7)	BL3	1
	6.6 Know how to develop user engagement and delivery channels (7.3)	BL3	1
	6.7 Know how the "*Service Catalogue management*" practice can be applied to enable and contribute to offering user services (the 'service catalogue management' practice 2.1, 2.4.2)	BL3	1
	6.8 Know how the "*Service Desk*" practice can be applied to enable and contribute to user engagement (the 'service desk' practice 2.2, 2.4.1)	BL3	1
7. Know how to act together to ensure continual value co-creation (service consumption / provisioning)	7.1 Understand how users can request services (8.2, 8.2.1-2, 8.2.4-5)	BL2	2
	7.2 Understand methods for triaging of user requests (8.2, 8.2.2-5)	BL2	
	7.3 Understand the concept of user communities (8.3, 8.3.1)	BL2	
	7.4 Understand methods for encouraging and managing customer and user feedback (8.2.6)	BL2	
	7.5 Know how to foster a service mindset (attitude, behaviour and culture) (8.1, 8.1.1-3)	BL3	4
	7.6 Know how to use different approaches to provision of user services (8.2,8.2.1)	BL3	
	7.7 Know how to seize and deal with customer and user 'moments of truth' (8.2.4)	BL3	
	7.8 Know how the "*Service request management*" practice can be applied to enable and contribute to service usage (the 'service request management' practice 2.4, 2.4.1, 2.4.3)	BL3	
8. Know how to realise and validate service value	8.1 Understand methods for measuring service usage and customer and user experience and satisfaction (9.2.2, 9.2.3)	BL2	2
	8.2 Understand methods to track and monitor service value (outcome, risk, cost and resources) (9.2, 9.2.1-3, 9.3)	BL2	

Learning Outcome	Assessment Criteria	BL	No. marks
	8.3 Understand different types of reporting of service outcome and performance (9.2.1, 9.3, 9.5.1)	BL2	
	8.4 Understand charging mechanisms (9.4)	BL2	
	8.5 Know how to assess service value realization (9.3)	BL3	3
	8.6 Know how to prepare to evaluate and improve the customer journey (9.4, 9.4.1-2)	BL3	
	8.7 Know how the "*Portfolio management*" practice can be applied to enable and contribute to service value realisation (9.6.5, the 'portfolio management' practice 2.4.2)	BL3	

Learning Outcome	Assessment Criteria	BL	No. marks

3   ITIL 4 Drive Stakeholder Value Examination Design

3.1 EXAMINATION ADMINISTRATION

Duration: 90 minutes

NOTE: Candidates taking the exam in a language that is not their native or working language may be awarded 25% extra time, i.e. 113 minutes in total.

Materials permitted: This is a 'closed book' examination. No materials other than the examination materials are permitted.

Prerequisites: The candidate must have passed the ITIL 4 Foundation examination. In addition, the candidate must have attended an accredited training course for this module (the recommended duration for this training is 18 hours including the examination).

3.2 QUESTION TYPES

All 40 questions are Objective Test Questions (OTQs), which present four options from which one option is selected. Distractors (wrong answers) are options that candidates with incomplete knowledge or skill would be likely to choose. These are generally plausible responses relating to the syllabus area being examined. Question styles used within this type are: 'standard', 'list' (2 correct items), and, exceptionally, 'negative' standard OTQ.

Example 'standard' OTQ:

Which is a source of best practice?

    a) Q
    b) P
    c) R
    d) S

Example 'list' OTQ:

Which statement about service asset and configuration management is CORRECT?

1. It does Q
2. It does P
3. It does R
4. It does S

    a) 1 and 2
    b) 2 and 3
    c) 3 and 4
    d) 1 and 4

NOTE: Two of the list items are correct. List style questions are never negative.

Example 'negative' standard OTQ:

Which is NOT a defined area of value?

    a) Q
    b) P
    c) R
    d) S

NOTE: Negative questions are only used as an exception, where part of the learning outcome is to know that something is not done or should not occur.

3.3 SCORING

Number of questions: 40

Marks: Each question is worth 1 mark. There are 40 marks available.

There is no negative marking.

Provisional pass mark: 70% or higher – a raw score of 28 marks or above

3.4 WEIGHTINGS BY BLOOM'S LEVEL

There are 15 questions at Bloom's Level 2 = approx. 37.5%

There are 25 questions at Bloom's Level 3 = approx. 62.5%

3.5 WEIGHTINGS BY LEARNING OUTCOME

Learning Outcome	No.OTQs	Approx. weighting
1. Understand how customer journeys are designed	2	5%
2. Know how to target markets and stakeholders	4	10%
3. Know how to foster stakeholder relationships	5	12.5%
4. Know how to shape demand and define service offerings	7	17.5%
5. Know how to align expectations and agree details of services	4	10%
6. Know how to onboard and offboard customers and users	7	17.5%
7. Know how to act together to ensure continual value co-creation (service consumption / provisioning)	6	15%
8. Know how to realise and validate service value	5	12.5%