## ISM 60## Enterprise Information Technology Service Management

Professor: Dr. Stuart D. Galup, Certified Computing Professional, Certified in ITIL.

| | |
|---|---|
| Web Site | : http://itom.fau.edu/sgalup |
| E-Mail | : sgalup@fau.edu (Please put 'ISM60## on the Subject line.) |
| Office Location | : Broward Tower – Room 549 |
| Office Phone | : 954-762-5616 |
| FAX Phone | : 954-762-5245 |
| Office hours | : Before class and by appointment. |

**THIS IS A WEB ASSISTED COURSE.**

### Description

It is essential to recognize the absolute dependence of most businesses on the Information and Communications Technology (ICT) infrastructure and the quantity, quality and the availability of the information that such an infrastructure provides and supports. The challenge facing the IT Managers of today is to coordinate and work in partnership with the business to create new business opportunities. This has to be achieved while reducing the Total Cost of Ownership (TOC). The main method of realizing this goal is the reduction of the overall management and support costs, while developing new business models to maintain or improve the quality of service delivery to the business. This course describes the internationally recognized processes and best practices used by information technology organizations to deliver true value at the lowest TCO.

### Learning Objectives

- Review and discuss the relationship between ITSM, Sarbanes-Oxley and other federal regulations.
- Understand the use of ITSM in small, medium, and large IT organizations.
- Develop a comprehensive understanding of ITSM processes.
- Review and contrast ITSM frameworks.
- Implementing a successful IT Service Management program.

### Workload Expectations

This is a three credit hour course meeting three-four hours weekly. FAU's COB is an AACSB accredited college of business. AACSB standards require that faculty build classes for a *minimum* of 2-to-1 out-of-class to in-class workload. It is customary to expect from two-three hours of out of class work (reading, research, study and preparation) per hour of class meeting time. Thus, on average, one should not expect to spend fewer than 6 hours per week of non-class study time for this course.

## Text Books/Materials

1. The Official Introduction to the ITIL Service Lifecycle Book Published (2007), ISBN 10: 0113310617, £30.00.

2. The Instructor will provide access to the ISO/IEC 20000 website to download these documents.
   - ISO/IEC 20000: Information Technology - Service management Part 1: Specification
   - ISO/IEC 20000: Information Technology - Service management Part 2: Code of practice

3. Journal readings avaliable from the FAU library.
   - Adel, H., Beelaard, R., and Symons, A. (1997). Delivering quality in global IT services. *Software Quality Journal*, 6(3).
   - Black, J., Draper, C., Lococo, T., Matar, F., Ward. C. (Jul-Sep 2007). An integration model for organizing IT service management. *IBM Systems Journal,* 46(3).
   - Brittenham, P., Cutlip, R., Draper, C., Miller, B., et al. (2007). IT service management architecture and autonomic computing. *IBM Systems Journal.* 46(3).
   - Galup, S., Dattero, R., Quan, J. and Conger, S. (forthcoming). An Overview of Information Technology Service Management. *Communications of the ACM.*
   - Froehle, C. and Roth, A. (2004). New measurement scales for evaluating perceptions of the technologymediated customer service experience. *Journal of Operations Management*, 22 (1), 1–21.
   - Gratton, Lynda and Ghoshal, Sumantra 2005. Beyond Best Practice. *MIT Sloan Management Review*. Spring 2005. 46(3).
   - Johnson, M., Hately, A., Miller, B., Or. R. (Jul-Sep 2007). Evolving standards for IT service management. *IBM Systems Journal* 43(3).
   - Keel, A., Orr, M., Hernandez, R., Patrocinio, E., Bouchard, J. (Jul-Sep 2007). From a technology-oriented to a service-oriented approach to IT management. *IBM Systems Journal.* 46(3).
   - Kotter, J. P. (2000) Leading change: why transformation efforts fail, *Harvard Business Review*, January–February.
   - Marquis, H. (2006). Finishing Off IT. *MIT Sloan Management Review,* (47:4).
   - Porter, Michael E. (1996). What is strategy? *Harvard Business Review.*
   - Rayport, J. and Jaworski, B. (2004). Best Face Forward. *Harvard Business Review.*
   - Repenning, Nelson P. and Sterman, John D. (2001). Nobody Ever Gets Credit for Fixing Problems that Never Happened: Creating and Sustaining Process Improvement. *California Management Review.* 43(4).
   - Szulanski, G. (1996) Exploring internal stickiness: impediments to the transfer of best practice within the firm, *Strategic Management Journal*, 17 (summer special issue), pp. 27–43.
   - Sirkin, H., Keenan, P. and Jackson, A. (2005) The hard side of Change Management, *Harvard Business Review.*
   - Tax, S. and Brown, S. (1998). Recovering and Learning from Service Failure. *Sloan Management Review.*
   - Worthen, B. (2005). IT Governance – ITIL Power. *CIO Magazine.*

4. Additional readings/tools linked to the course schedule.
   - IT Governance Institute and the Office of Government Commerce (2005). Aligning COBIT, ITIL and ISO 17799 for Business Benefit: A Management Briefing from ITGI and OGC.
   - Online tool: ITSM Self Assessment
   - Online tool: ROI spreadsheet

## Grading
- Participation     40%
- Paper     20%
- Examination     20%
- Presentation     20%

Each student will be expected to read recent research, trade journals, and articles, or conduct original research. He/she will be expected to submit a paper documenting a previously agreed to objective based on the research.

## Grading Scale for assignments

| Grade | F | D- | D | D+ | C- | C | C+ | B- | B | B+ | A- | A |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Mid-point | 0 | 61.5 | 65 | 68.5 | 71.5 | 75 | 78.5 | 81.5 | 85 | 88.5 | 91.5 | 96.5 |

## Grading Scale for semester

| Grade | F | D- | D | D+ | C- | C | C+ | B- | B | B+ | A- | A |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cutoff | 0 | 60 | 63 | 67 | 70 | 73 | 77 | 80 | 83 | 87 | 90 | 93 |

## Class Participation and Discussion
This course depends on knowledgeable participation based on the reading of assigned and individually researched materials. The class participation points are derived from your attendance and your verbal contribution to the discussion. *Notice: Each absence is equal to a zero for that class session participation grade.*

Attendance at the Project presentations is required. Please see the professor early in the semester if you have a conflict and cannot attend the Major Project presentations.

## Paper & Presentation
Each student will write a 10 to 15 page paper on an approved IT Service Management topic and present (15 minutes) the paper to the class for discussion.

### The Deliverables
**You must follow the Paper Outline (It is your <u>Table of Contents</u> for the paper).**
**You cannot use Wikipedia.**

Paper outline (required format – Table of Contents):
- A signed Certification of Authorship is required.
- Cover page
- Table of Contents
1. Introduction
2. Explanation of the topic/concept
3. Key buzz words associated with your topic
4. Key vendors (if appropriate)
5. History/current state of the technology/topic
6. Managerial issues surrounding the technology/topic
7. Examples of the technology and its use
8. The Future of the technology
9. Conclusion
- Reference List (A minimum of seven academic or trade journal/magazine article references).


**Turabian or APA format is required (citation, reference list, page numbers, etc.)**
Please review this letter from the *Graduate Business Communications Program*

Required attachments:
1. A copy of each article cited in the paper
2. Email a digital version of your paper to sgalup@fau.edu (All papers are evaluated by TurnItIn for plagiarism.)

    TurnItIn (http://turnitin.com/static/index.html )
    ISM6### Class ID = ###   Password = **ISM6###.**

Required Written Assignment Format
- Double spaced
- Left margin = 1.5 inches
- Right margin, and top and bottom margins = 1.0 inches
- Times New Roman, Font size = .12
- The first sentence of each paragraph must be indented.
- **Turabian or APA** format is required.

## Examination
A multiple choice/essay examination will be given at the end of the semester.

## Class Policies
- Course requirements and Schedule may vary based on class discussions and course progress. This is a web assisted course. Students must have access to a PC with an Internet connection.
- Please bring a Placement Card with Your Name on the front to help the professor learn your names.
- Attendance is the responsibility of the student. Historically, students who miss several classes tend to receive one grade lower than other students.

- I will give "make-up" exams only in the case of emergencies. The student is responsible for notifying me before the scheduled test.
- Grades will not be given out over the phone or by e-mail.
- Examinations, quizzes and homework will be returned ASAP. If you are absent when these items are returned, you may come by my office at the Tower to discuss your score. Students and project teams must retain copies of all submitted materials.
- Priority will be given to students who are in the office. Phone calls will be asked to wait or call back at a later time if there is a student present.
- Cell phones, pagers and other electronic devices must be turned off during the class. Repeated interruption from these items will run the risk of dismissing the student from the class.
- Class will begin on time. If you are late, make every effort to minimize disruption to other students. You are responsible for all material presented in class. If you miss any material because of absence or tardiness, you should ask another student for notes. Office hours are specifically for the purpose of addressing questions and problems related to class. This time is reserved for students. Times other than posted for office hours are by appointment, but are available. If you do not have an appointment for hours outside of posted office hours, you may be asked to wait or come back at a later time.
- You can use E-MAIL to communicate with me instead of leaving messages on my door or in my mailbox in the ITOM office. In the body of all email messages you should give me your name and the course and section you're in so that I can identify who you are. You must also put 'ISM60##' in the Subject area.
- Students are responsible for retaining copies of all material (hard-copy, grade sheets and disk copies) until the final grade is received.
- Cheating, plagiarism, copying, and unauthorized collaboration are unacceptable, and are subject to disciplinary action. All College of Business policies are in effect with regard to cheating. Penalties for cheating, at a minimum, include receiving a zero on the examination.
- University policy states that a grade of "I" may be given only when a student is currently receiving a passing grade in the course. An incomplete is meant for hardship cases where you are unable to complete the course requirements due to circumstances beyond your control. Pay attention to drop dates. If the course is too much for you, drop it.
- Inappropriate behavior distracts other students and interferes with their learning experience. Inappropriate behavior may include arriving late, leaving early, talking, and so on. Rude and inappropriate behavior will not be tolerated. Cell phones must be turned off and beepers set to vibrate before you enter class. Since it is my responsibility to provide an environment that is conducive to learning for everyone is the class, I will ask any student who chooses to repeatedly (more than once) distract others to leave. In particularly egregious cases, I will have the student permanently removed from the class.

## Internship programs

Internship programs are provided by the College of Business for any student interested in acquiring work experience with companies and other types of organizations in South Florida. Interested students must meet the following criteria to be considered for an internship: (1) students must be enrolled in the College of Business at Florida Atlantic University, (2) students must have junior level status (students can register during their sophomore year, however their records will not be activated until they achieve junior stutus/60 semester hours), (3) during the semester that a student registers with the Career Resource and Alumni Relations Center, he/she must be enrolled in the College of Business courses leading toward the completion of his/her degree, and (4) students must have an overall GPA of 2.5 or higher and a major GPA of 2.75. Students interested in an internship must follow these registration procedures: (1) write and submit a resume to the Career Resource and Alumni Relations Center, (2) complete all registration forms available at http://newfaucob.accrisfot.com/, (3) make an appointment with an Advisor, or meet with a representative from the company or organization sponsoring the prospective internship.

NOTE: The schedule will be adjusted if necessary to achieve the objectives of the course.

| Week | Date | Topic & Readings | Readings. |
|---|---|---|---|
| 1 | | Introductions<br><br>Governance, IT Governance, and IT Service Management | Marquis, H. (2006). Finishing Off IT. *MIT Sloan Management Review,* (47:4).<br><br>Galup, S., Dattero, R., Quan, J. and Conger, S. (forthcoming). An Overview of Information Technology Service Management. *Communications of the ACM.*<br><br>Worthen, B. (2005). IT Governance – ITIL Power. CIO Magazine. |
| 2 | | Services Overview<br><br>Frameworks Overview | Adel, H., Beelaard, R., and Symons, A. (1997). Delivering quality in global IT services. Software Quality Journal, 6(3).<br><br>Keel, A., Orr, M., Hernandez, R., Patrocinio, E., Bouchard, J. (Jul-Sep 2007). From a technology-oriented to a service-oriented approach to IT management. *IBM Systems Journal.* 46(3).<br><br>IT Governance Institute and the Office of Government Commerce (2005). Aligning COBIT, ITIL and ISO 17799 for Business Benefit: A Management Briefing from ITGI and OGC. |
| 3 | | Continuous Service Improvement Overview<br><br>Introduction to ISO/IEC 20000 and ITIL | Online tool: ITSM Self Assessment<br><br>ISO/IEC 20000-1 Information Technology – Service Management – Part 1: Specification, and Part 2: Code of Practice, International Standards Organization, Geneva, Switzerland, 2005.<br><br>Johnson, M., Hately, A., Miller, B., Or. R. (Jul-Sep 2007). Evolving standards for IT service management. *IBM Systems Journal* 43(3).<br><br>Rayport, J. and Jaworski, B. (2004). Best Face Forward. *Harvard Business Review.*<br><br>Tax, S. and Brown, S. (1998). Recovering and Learning from Service Failure. *Sloan Management Review*, Fall, 75–88. |
| 4 | | Service Strategy | The Official Introduction to the ITIL Service Lifecycle Book<br><br>Porter, M. (1996). What is strategy? *Harvard Business Review.*<br><br>Black, J., Draper, C., Lococo, T., Matar, F., Ward. C. (Jul-Sep 2007). An integration model for organizing IT service management. *IBM Systems Journal,* 46(3).<br><br>Gratton, L. and Ghoshal, S. (2005). Beyond Best Practice. *MIT Sloan Management Review.* Spring 2005. Vol. 46, No. 3. |
| 5 | | Service Strategy | The Official Introduction to the ITIL Service Lifecycle Book<br><br>Repenning, N. and Sterman, J.(2001). Nobody Ever Gets Credit for Fixing Problems that Never Happened: Creating and Sustaining Process Improvement. *California Management Review*. Vol. 43, No. 4, Summer 2001.<br><br>Online tool: ROI spreadsheet |

| 6 | | Service Design | The Official Introduction to the ITIL Service Lifecycle Book<br><br>Froehle, C. and Roth, A. (2004). New measurement scales for evaluating perceptions of the technologymediated customer service experience. *Journal of Operations Management*, 22 (1), 1–21. |
|---|---|---|---|
| 7 | | Service Design | The Official Introduction to the ITIL Service Lifecycle Book |
| 8 | | Service Transition | The Official Introduction to the ITIL Service Lifecycle Book<br><br>Kotter, J. (2000) Leading change: why transformation efforts fail, *Harvard Business Review*, January–February.<br><br>Szulanski, G. (1996) Exploring internal stickiness: impediments to the transfer of best practice within the firm, *Strategic Management Journal*, 17 (summer special issue), pp. 27–43.<br><br>Sirkin, H. Keenan, P. and Jackson, A. (2005) The hard side of Change Management, *Harvard Business Review*, October. |
| 9 | | Service Transition | The Official Introduction to the ITIL Service Lifecycle Book |
| 10 | | Service Operation<br>**PAPERS ARE DUE** | The Official Introduction to the ITIL Service Lifecycle Book<br><br>Brittenham, P., Cutlip, R., Draper, C., Miller, B., et al. (2007). IT service management architecture and autonomic computing. *IBM Systems Journal*. 46(3). |
| 11 | | Service Operation | The Official Introduction to the ITIL Service Lifecycle Book |
| 12 | | **GUEST SPEAKER** | **GUEST SPEAKER – materials (if applicable)** |
| 13 | | ITSM – Examination | |
| 14 | | **PRESENTATIONS** | |
| 15 | | **PRESENTATIONS** | |
| 16 | | **PRESENTATIONS** | |