Course title: INFORMATICS SERVICES MANAGEMENT

Lecturers	Full Prof. Vjeran Strahonja, Ph.D. Assoc. Prof. Renata Mekovec, Ph.D. Asst. Prof. Katarina Pažur Aničić, Ph.D.
Language of instruction	Croatian and English
Study level	Bachelor
Study programme	Information and Business Systems
Semester	4th (summer)
ECTS	4
Goal	The goal of the course is to provide a detailed review of informatics services management and delivery, and to prepare students for professional service delivery, including determining service strategy, service design, service management of delivered service, in accordance with service science methodology.
General and specific learning outcomes	1. Analyze the state, identify opportunities and define problems faced by organizations and individuals in implementing ICT, and formulate solutions with the use of ICT. 2. Understand relevant factors that affect the business operation of an organization and individuals, and apply basic methods and concepts of business planning, management and accounting. 3. Understand and apply ethical principles, legislative regulation and norms that are applied in the professional field of discipline. 4. Understand and apply processes, methods and technologies pertaining to IT services and resources management, and provisioning and support of different ICT related services. 5. Understand and apply study skills needed for lifelong learning and continuation of education at the graduate level. 6. Understand the basic vertical fields of ICT implementation (industry, healthcare, traffic, tourism, state, etc.) and its horizontal applications (office systems, DSS, CRM, semant, DMS, etc.). 7. Understand the state and trends in the development of contemporary information and communication technologies (ICT), understand their impact on the individual, organization and society, and assess their applicability in a given context.
Content	**1. Introduction to the Service Economy (4 hours)** Definition of a service. Nature of a service. Service properties. Role of services in the society. Areas of providing services and service customers. Types and levels of services and customer relations. Classification of services. Technology-based services and e-services. Market of informatics services – history, trends, qualitative and quantitative indicators. **2. Informatics services (2 hours)** Types and areas of services. Design, system development and consulting services. Forms and method of service delivery. Service delivery processes and process models. Results and deliveries. **3. Service strategy (2 hours)**

	Strategic service planning. Managing service portfolio and catalogue. Organizational models. Planning and managing projects in service organizations. The culture of service organizations. Professional ethics. **4. Service design (4 hours)** Service added value concepts and strategies. Service life cycle. Service design methodology. Service design approaches and processes. Service design concepts and methods. Service design tools. **5. Informatics services management concepts and frameworks (2 hours)** Functions, processes and roles of IT services management. ITIL. ISO 20000. Tools for IT Service Management. **6. IT Service Provision Processes (4 hours)** Service centre and help desk. Receiving and processing requests. Computer support systems. Incident management. Problem management. Configuration management. Change management. Release management. **7. Managing customer and provider relationships and service level (4 hours)** Relationship models. User / customer pyramid. Quality of service. Defining the value and level of service. Service Level Agreement. Service Objectives (SMART). Documenting, monitoring, measuring and reporting service levels. **8. Service Delivery Management (2 hours)** Reliability, availability and maintenance of the system. Reactive and proactive policy. Planning and risk management. Capacity management. Service continuity management. Availability management. Financial management. **9. Service Operations Management (4 hours)** Managing Supply and Demand Market. Managing requests and orders. Tactical planning and management. Capacity planning and management. Resource allocation. Calculation and control. Supervision and quality control of services. Support functions. **10. Skills for Information Society (2 hours)** Skills management cycle. ICT competencies. Competence management concepts and frameworks. European Qualifications Framework.
Exercises	Exercises are performed in groups, using adequate program tools. Students solve practical tasks, based on predefined tasks and case studies related to providing informatics services. The students are introduced to quantitative models of service management with focus on service design. The implementation of teaching strategies that are geared to the student and the development of his critical thinking, such as problem-based learning, project based learning, and work based learning, is based used. The goal of the exercises is the improvement of the students' understanding of theoretical basics and practical competences related to informatics services design through teamwork. Basic criteria of students' performance evaluation are the quality of preparation and elaboration of both individual tasks and group projects.
Realization and examination	Classes: lectures and exercises Examination: written and oral
Related courses	Carnegie Mellon, Human-Computer Interaction Insitute, 05-452/05-652 Service Design

	Georgia State University, CIS 8620 - Management Of Information Services Umeå University, Advanced Service Design Norwegian University of Science and Technology, TPD4156 – Design 7 – Service Design University of Denver, COMM-4309 Service Design
Literature	Basic: Bordoloi S.K, Fitzsimmons, J.A., Fitzsimmons, M.J. Service Management: Operations, Strategy, Information Technology 9th Edition, McGraw-Hill Education, 2019. ITIL Foundation, ITIL 4 Edition, AXCELOS 2019. Orand, B., Foundations of IT Service Management with ITIL 2011: ITIL Foundations Course in a Book, CreateSpace Independent, 2nd edition, 2011. Additional: Smallwood, R.F. Information governance, concepts, strategies and best practices, Wiley, 2014. Kimbell, L. The service innovation handbook, BIS, 2016. Osterwalder, A. et. al. VALUE proposition design: how to create products and services customers want, John Wiley & Sons, 2014. Smith, K.J., The Practical Guide To World-Class IT Service Management, The Anima Groupp, 2017.