



PeopleCert ITIL® Foundation (Version 5)

Learning Mode:

Online

Duration:

3 days

This course is specifically designed to provide participants with:

- A clear understanding of key ITIL concepts, terminology, and framework structure
- Knowledge of how value is co-created through effective service management
- Insight into the ITIL Value System, Four Dimensions, and Product & Service Lifecycle
- Awareness of best practices for delivering and improving digital products and services
- Exposure to modern approaches including automation, AI, and data-driven decision-making
- A solid foundation to support further ITIL certifications and professional development

Accredited by:

PeopleCert

All talents, certified.

Course Overview

SUMMARY

The PeopleCert ITIL® Foundation (Version 5) course provides a comprehensive introduction to modern digital product and service management, equipping participants with the essential knowledge and terminology required to operate effectively in today's technology-driven environments.

This course explains the ITIL framework, including its key concepts, guiding principles, and core models, enabling participants to understand how organizations create, deliver, and continuously improve digital products and services. It emphasizes the concept of value co-creation, where service providers and consumers work together to achieve desired business outcomes.

Participants will gain insights into the ITIL Four Dimensions, the Product and Service Lifecycle, and the ITIL Value System, which together provide a structured yet flexible approach to managing services holistically. The course also introduces emerging topics such as automation, artificial intelligence (AI), and modern ways of working, ensuring relevance to current industry practices.

This certification serves as the entry-level qualification in the ITIL framework and is a prerequisite for advanced ITIL certifications. It is suitable for professionals involved in IT service management, digital transformation, operations, and business support functions.

Course Content

Key ITIL Terms & Definitions

MODULE 1

Product & Service Management

- Define digital product and service management
- Define product and service
- Define digital product and digital service
- Define continual improvement
- Define ITIL product & service lifecycle
- Define goods, utility, warranty, user experience, sustainability
- Identify benefits of ITIL for organizations and professionals

MODULE 2

Experience, Strategy & Transformation

- Define experience-related terms:
 - i. Experience, digital experience, UX, CX, trust
 - ii. Experience level agreement, human-centred design
- Define strategy terms:
 - i. Strategy, business strategy, digital strategy
 - ii. Mission, vision, purpose, VUCA, leadership
- Define transformation terms:
 - i. Change, transformation, business-as-usual (BAU)

MODULE 3

Service Offerings

- Define service offering and service interactions
- Define service actions, transfer of goods, access to resources
- Explain service offerings and interactions
- Explain service actions and delivery types



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MODULE 4 Value Co-Creation

- Define value and value co-creation
- Define cost, risk, output, outcome
- Explain difference between output and outcome
- Explain how value, outcomes, cost, and risk contribute
- Explain role of:
 - i. Utility & warranty
 - ii. User experience & sustainability
 - iii. Feedback in value creation

MODULE 5 Service Relationships

- Define:
 - i. Organization, service provider, service consumer, digital product vendor
- Define types of relationships:
 - i. Basic, cooperative, collaborative
- Define:
 - i. Service journey
 - ii. Sponsor, customer, user roles
 - iii. Service quality, service level, SLA
- Understand differences between:
 - i. Service provider vs consumer
 - ii. Provider vs product vendor
 - iii. Consumer vs product vendor
 - iv. Types of relationships

ITIL Four Dimensions

MODULE 6 Four Dimensions Concept

- List the four dimensions:
 - i. Organizations & people
 - ii. Partners & suppliers
 - iii. Information & technology
 - iv. Value streams & processes
- Explain importance of each dimension
- Explain holistic approach

MODULE 7 Internal & External Factors

- Identify external factors (PESTLE):
 - i. Political, Economic, Social, Technology, Legal, Environmental
- Explain each of the four dimensions in context

ITIL Product & Service Lifecycle

MODULE 8 Lifecycle Overview

- List lifecycle activities:
 - i. Discover, Design, Acquire, Build
 - ii. Transition, Operate, Deliver, Support
- Understand lifecycle concept
- Understand lifecycle is iterative (not linear)

MODULE 9 Purpose of Lifecycle Activities

Identify purpose of each stage:

- Discover
- Design
- Acquire
- Build
- Transition
- Operate
- Deliver
- Support

ITIL Value System

MODULE 10 Components of ITIL Value System

Identify components:

- Guiding principles
- Governance
- Value chain
- Management practices
- Continual improvement

Explain purpose of ITIL Value System

MODULE 11 Guiding Principles

- List guiding principles.
- Explain each principle:
 - i. Focus on value
 - ii. Start where you are
 - iii. Progress iteratively with feedback
 - iv. Collaborate and promote visibility
 - v. Think and work holistically
 - vi. Keep it simple and practical
 - vii. Optimize and automate
- Understand how principles work together.

MODULE 12 Governance

- Define governance
- Explain governance role and activities



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MODULE 13 Value Chain

- Define value chain
- Define key concepts:
 - i. Product specification, prototype
 - ii. Incident, event
 - iii. Release, test
 - iv. CI/CD (continuous integration, delivery, deployment)
 - v. Reliability, SRE, observability
 - vi. Service request
 - vii. Disaster, problem, error, known error
 - viii. Operating model
- Distinguish:
 - i. Problem vs error vs known error
- Explain:
 - i. Success metrics
 - ii. How value chain supports organization

MODULE 14 Management Practices

- Define value chain
- Define key concepts:
 - i. Product specification, prototype
 - ii. Incident, event
 - iii. Release, test
 - iv. CI/CD (continuous integration, delivery, deployment)
 - v. Reliability, SRE, observability
 - vi. Service request
 - vii. Disaster, problem, error, known error
 - viii. Operating model
- Distinguish:
 - i. Problem vs error vs known error
- Explain:
 - i. Success metrics
 - ii. How value chain supports organization

MODULE 15 Management Practices

- Define management practice
- Identify practice groups:
 - i. General
 - ii. Product & service management
- Explain role in ITIL Value System
- Explain:
 - i. Practice guide structure
 - ii. Benefits of practice guides
- Define:
 - i. Metric
 - ii. Critical Success Factor (CSF)

MODULE 16 Continual Improvement

- List steps of continual improvement model
- Understand each step
- Explain role of continual improvement in organization

Value Stream Mapping & Management

MODULE 17 Key Concepts

- Define:
 - i. Value stream
 - ii. Core value stream
 - iii. Enabling value stream
 - iv. Value stream mapping
 - v. Value stream management
 - vi. Complexity thinking
- Understand difference between core vs enabling

MODULE 18 Application

- Understand workflow optimization for complexity

MODULE 19 Purpose

- Identify purpose of value stream mapping
- Explain relationship between mapping & management
- Understand elements of value stream map



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ITIL & Artificial Intelligence

MODULE 20 **AI in ITIL**

- Define:
 - i. AI, AI maturity, GenAI, Agentic AI
- Explain how AI supports:
 - i. Product/service lifecycle
 - ii. Automation
 - iii. Value chain activities

MODULE 21 **AI Governance**

- Define AI governance
- Understand ITIL AI capability model

ITIL & Other Frameworks

MODULE 22 **ITIL & DevOps**

- Explain how ITIL works with DevOps
- Understand complementary roles

MODULE 23 **ITIL & DevOps**

- Understand importance of project management in ITIL
- Explain how ITIL and PRINCE2 complement each other