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IT Services Management in the Curriculum: Challenges, Realizations, and Lessons Learned

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Panel Discussion Proposal

IT Services Management in the Curriculum: Challenges, Realizations, and Lessons Learned

Part 1: Statement of the panel topic and the target audience

Even 50+ years into the evolution into computing in the business, IT is still often known as a dysfunctional area, fraught with high project failure rates, worker burnout, and a sometimes business-unfriendly stereotype. IT Services Management (ITSM) is a management framework which means to change all of that, building off of best practices in the industry to formalize processes and cure IT departments of many of the problems that plague it.

Though ITSM, and one of its best-known methodologies, the IT Infrastructure Library (ITIL) has been around since the late 1970s, it has only been in the last 10 years that it has begun gaining more widespread acceptance in organizations, lagging particularly in North America. As such, the curricula for universities to offer this mode of thinking is nascent at best, and many students graduate from BBA and MS programs in Information Systems never having been exposed to ITSM or ITIL. As a result, the IT Services Management Forum (itSMF) in 2007 began an effort to expose academics to ITSM and ITIL and sponsored many efforts to have these principles included in the universities.

This panel is a progress report and guide to including ITSM in the curriculum. It is aimed at faculty members who have heard of ITSM/ITIL and want to learn more about its benefits as well as those who are familiar with ITSM/ITIL but haven't been able to figure out how to include it in the curriculum. The panelists here will explain three different ways to include ITSM in the curriculum through each of their unique experiences.

Part 2: Statement of the panel objectives

The objective of this panel is to inform the audience on how to include ITSM into the academic experience, and to also provide an exchange of ideas among panel members and the audience regarding inclusion of these principles. It will address many of the issues encountered by faculty in introducing different kinds of efforts. Some of the areas that will be addressed by the panelists include:

- Generating faculty interest in ITSM
- Obtaining faculty training if desired
- Finding available supplemental materials
- Generating student interest
- Marketing the course
- Marketing the degree program

Part 3: Statement of the panel format

The panelists are experienced faculty that have introduced ITSM in one format or another into the curriculum. Each panelist will address the challenges and realizations of the curricular modification process, and of lessons learned. Specifically, one panelist will address each of the following:

- Challenges and realizations of including ITSM principles without adding new classes
- Challenges and realizations of introducing the ITSM Fundamentals course
- Challenges and realizations of offering degree programs specifically in ITSM

Each panelist will have 15-20 minutes to make a presentation on their topic. After making presentations, the panelists will take questions from the audience.

Part 4: Short Bio of each panelist, and the panel facilitator, emphasizing those aspects in the bio that make the individual highly qualified to serve on the given panel

Panel moderator: **Andrew Urbaczewski**

Panelists:

Sue Conger, University of Dallas

Andrew Urbaczewski, University of Michigan-Dearborn

Ramesh Venkataraman, Indiana University

Sue Conger, Ph.D., is currently on the faculty of University of Dallas where she manages both Information Technology and IT Service Management (ITSM) programs. She has published 20 research papers and spoken at over 60 conferences. Professor Conger is the Vice President of Special Interest Groups (SIGs) and Chapters for the Association of Information Systems (AIS), President of special interest group on IT Services (AIS SIGSVC), serves on the national Academic Executive Committee for the ITSMF-USA and the steering committee for the Dallas LIG. She has managed the ITSMF-USA Relationship Subcommittee, and hosted three ITSMF-USA Academic Forums. She now serves as Research Committee Co-chair. She is on six editorial boards and the program and planning committees for several conferences and is working on the team developing the ITSM Journal. In addition to ITSM, her research interests are emerging technologies and innovative uses of IT in organizations.

Andrew Urbaczewski, Ph.D. is an Associate Professor of Information Systems and Chair of the Department of Management Studies in the College of Business at the University of Michigan – Dearborn. As Chair of the Department, IS enrollments have grown from 30 majors in 2007 to more than 70 majors today. In 2008 he also launched an MSIS program within the college. He has published over 20 papers in leading journals such as Communications of the ACM, Journal of MIS, and Communications of the AIS. More specifically in the area of IT Service Management, Andrew has led the efforts to have ITSM taught as a part of the regular curriculum. He initiated, developed, and taught the first ITSM course to be taught at UM-D in 2009, after being an invited participant to the ITSMF Academic Forum in 2007 and 2008. Working with Profs. Conger and Venkataraman, he strives to have service management techniques added to every graduate student curriculum in the COB at UM-D.

Ramesh Venkataraman, Ph.D., is an Associate Professor of Information Systems and Whirlpool Faculty Fellow at Indiana University's Kelley School of Business. He is also Chairman of the MS in Information Systems (MSIS) program. As Chairman of the MSIS program, he has successfully grown the program from 14 students in 2002 to more than 84 entering students in fall 2008. He has published over 25 papers in leading journals, such as

Information Systems Research, MIS Quarterly, ACM Transactions on Information Systems, Communications of the ACM, Journal of Management Information Systems, , Information Systems, IEEE Expert etc., edited books and conferences. Ramesh is also the co-author on one of the leading database books on the market, Modern Database Management 10e, along with Jeff Hoffer and Heikki Topi. In addition to his university teaching and research, Ramesh is actively involved in several service activities. He is an active participant in both the ISACA and the IT Service Management Forum (itSMF) communities. He serves as the research committee chair for itSMF's academic committee. He is also the advisor of the Indiana University itSMF Student Local Interest Group, the only such group in the USA. He has served on ISACA's international academic relations committee and was a contributor to the IT Governance using COBIT and ValIT Student book. In September 2007, the committee he served on was awarded the Industry Knowledge Contribution award by itSMF international for his work on evangelizing IT Service Management concepts in academia. He is past vice-chair of INFORMS' Information Systems Society, co-chair for the 2006 Workshop on Information Technology and Systems, and the Demo and Posters chair for the Entity-Relationship Conference in 2006.

Part 5: Statement of any equipment needed

The panel would need the ability to project PPT presentations for the audience to see.