

# ServiceNow Business Analysis Training and Placement Program

## COURSE DETAILS DOCUMENT

• **LIVE** Live - Online



In-person



Private Team Training

### Prerequisites

Truly speaking, there are no prerequisites to become a successful Salesforce Business Analyst/Admin. But it would be nice to have the following:

- Basic computing skills (MS Office like Word, Excel and PowerPoint).
- Decent communication skills (verbal and writing in English).
- Comfortable talking to people.
- Normal analytical skills.

*As organizations strive to streamline operations, enhance service delivery, and accelerate digital transformation, ServiceNow has emerged as a leading cloud-based platform for managing IT services, operations, HR, customer service, and more. Its powerful workflow, automation and integration capabilities make it a cornerstone of modern enterprise service management (ESM).*

*However, successful ServiceNow implementations require more than just technical expertise—they demand skilled Business Analysts who can translate complex business needs into actionable platform solutions. These professionals act as the crucial link between stakeholders and technical teams, ensuring that ServiceNow configurations align with business objectives and deliver measurable value.*

*Recognizing the growing demand for these hybrid professionals, Skillcubator ServiceNow Business Analyst Training is designed to provide the perfect blend of business analysis fundamentals and platform-specific knowledge. This program prepares learners to contribute effectively to ServiceNow projects by mastering requirement elicitation, process optimization, workflow design, and stakeholder engagement—within the unique context of the ServiceNow ecosystem.*

*Whether you're a current BA looking to specialize, a ServiceNow user seeking to expand your role, or a career changer aiming for a future-proof position, this training equips you with the skills and confidence to thrive in one of the most in-demand roles in enterprise IT today..*

# Is This Program Right for You?

This training program is ideal for individuals seeking to enter or grow within the rapidly expanding field of digital service management and enterprise automation. You should consider enrolling if you are:

- Aspiring Business Analysts aiming to break into the 'Information Technology Service Management' (ITSM) and 'Enterprise Service Management' (ESM) space with a focus on ServiceNow.
- Current Business Analysts who want to specialize in ServiceNow platforms and contribute to implementation and optimization projects.
- ServiceNow Administrators, Developers, or IT Professionals looking to transition into business-facing roles.
- Project Managers, QA Analysts, or Consultants working on ServiceNow or related enterprise transformation projects.
- Career Changers or Recent Graduates interested in a high-growth, future-proof career path in business analysis and IT service management

If you're passionate about process improvement, digital transformation, and aligning technology with business needs, this program will give you the skills, confidence, and hands-on experience to succeed.

## Course Objective:

The ServiceNow Business Analyst Training program is designed to prepare learners with both foundational business analysis knowledge and specialized skills needed to excel in ServiceNow-based projects. By the end of this course, participants will be able to:

- Understand the fundamentals of ServiceNow and its role in enterprise service management.
- Analyze, document, and validate business processes and requirements specific to ServiceNow modules.
- Gather and prioritize user stories, use cases, and workflows tailored to ITSM, HRSD, CSM, and other ServiceNow applications.
- Collaborate effectively with stakeholders, developers, and platform owners throughout the project lifecycle.
- Leverage tools like Flow Designer, Service Catalog, and Incident/Change modules to design effective business solutions.
- Apply Agile and ITIL practices in the context of ServiceNow implementations.
- Prepare for ServiceNow project interviews through mock sessions, resume guidance, and real-world case studies

This course aims to build a job-ready skill set, enabling learners to confidently step into roles such as ServiceNow Business Analyst, ITSM Analyst, Digital Transformation Consultant, or Functional Analyst.

## Course Outline

Disclaimer: "PMI®", "PMBOK®", "PMP®", "PMI-RMP®", "CAPM®" and "PMI-ACP®" are registered marks of the Project Management Institute, Inc. IIBA®, the IIBA® logo, BABOK® and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis. CBAP® is a registered certification mark owned by International Institute of Business Analysis. Certified Business Analysis Professional® is a trademark owned by International Institute of Business Analysis.

## Module 1

### **1. ServiceNow Platform Overview**

- 1.1. What is ServiceNow?
- 1.2. Overview of ServiceNow Platform.
- 1.3. Modules in ServiceNow (ITSM, ITBM, HRSD, CSM, ITOM, etc.).
- 1.4. Navigating the ServiceNow interface – Application Navigator, Filter Navigator, Global Search etc.
- 1.5. Key terminologies: Catalog Items & Requests, Workflows & Flow Designer, CMDB, Tasks, SLAs, Roles & Groups.

### **2. Business Analysis Fundamentals**

- 2.1. What is Business Analysis?
- 2.2. Understanding SDLC: Waterfall vs Agile vs Hybrid models.
- 2.3. Stakeholder Identification & Management.
- 2.4. Requirement Elicitation Techniques (Interviews, Workshops, Surveys, JAD sessions).
- 2.5. Functional vs Non-functional requirements.
- 2.6. Business Process Modeling Notation (BPMN).

### **3. ServiceNow BA Responsibilities**

- 3.1. BA responsibilities in ServiceNow projects.
- 3.2. Working with technical teams & stakeholders.
- 3.3. Translating business needs into technical requirements.
- 3.4. Functional vs. technical requirements.

### **4. ITSM Processes & Use Cases**

- 4.1. Incident Management.
- 4.2. Change Management.
- 4.3. Problem Management.
- 4.4. Request Fulfillment.
- 4.5. Real-world use cases in ITSM with ServiceNow

### **5. ServiceNow Implementation Lifecycle**

- 5.1. ServiceNow implementation phases.
- 5.2. Configuration vs. customization.
- 5.3. Integration considerations.
- 5.4. UAT planning and execution.
- 5.5. Go-live, Release, Deployment.
- 5.6. Operations & Management/production support..

## Module 2

### **6. Requirements Gathering & Documentation**

- 6.1. Stakeholder interviews.
- 6.2. Use case development.
- 6.3. BRD and FRD templates for ServiceNow projects.
- 6.4. Writing effective user stories (Agile/Scrum format).

## **7. ServiceNow Workflows & Automation**

- 7.1. Overview of ServiceNow workflows.
- 7.2. Introduction to Flow Designer.
- 7.3. BA role in designing and validating workflows.
- 7.4. Automation opportunities in IT processes.

## **8. ServiceNow Roles & Permissions (Access Control)**

- 8.1. Role hierarchy (inheritance) and how roles are grouped.
- 8.2. Define Out-Of-The-Box roles and permissions.
- 8.3. Define Custom Roles and how to create them.
- 8.4. Best practices for assigning roles to users and groups.

# **Module 3**

## **9. Reporting and Dashboards**

- 9.1. Types of reports in ServiceNow.
- 9.2. Creating and analyzing reports.
- 9.3. Defining KPIs and SLAs for business reporting.
- 9.4. Dashboard visualization and BA insights.

## **10. Integration & Data Concepts**

- 10.1. Basics of ServiceNow integration (REST/SOAP, MID Server).
- 10.2. Understanding data models (CMDB, tables, relationships).
- 10.3. Data import and transform maps.
- 10.4. Common integration scenarios from a BA perspective.

## **11. Data Security and Governance**

- 11.1. Importance of data security in enterprise systems.
- 11.2. Governance vs. security: what Business Analysts need to know.
- 11.3. Key compliance standards: GDPR, HIPAA, ISO 27001, FedRAMP.
- 11.4. What is sensitive/PII data in ServiceNow?
- 11.5. Data classification and labeling best practices.
- 11.6. How data masking, encryption, and restricted fields work.
- 11.7. Business Analyst responsibilities in data security and governance.

## **12. Testing & UAT for ServiceNow**

- 12.1. Writing test cases and acceptance criteria.
- 12.2. BA role in QA and UAT phases.
- 12.3. Managing defect lifecycle in JIRA/ServiceNow.
- 12.4. Working with developers and QA teams.

## **13. Resume Building & Interview Preparation**

- 13.1. ServiceNow BA Resume customization.
- 13.2. Real-time mock interviews and scenario-based questions.

Disclaimer: "PMI®", "PMBOK®", "PMP®", "PMI-RMP®", "CAPM®" and "PMI-ACP®" are registered marks of the Project Management Institute, Inc. IIBA®, the IIBA® logo, BABOK® and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis. CBAP® is a registered certification mark owned by International Institute of Business Analysis. Certified Business Analysis Professional® is a trademark owned by International Institute of Business Analysis.

13.3.LinkedIn optimization.

13.4.Job placement guidance.

#### 14. Capstone Project

- End-to-end simulation of a ServiceNow ITSM implementation project:
- Requirements gathering, user story creation, process flow diagrams.
- Documentation submission and peer review.
- Presentation to mock stakeholders.

## Features

- Training Program as per Latest Industry Demand.
- IIBA Endorsed Education Provider.
- Access to Learning Management System (LMS).
- Free PSM-I and PSPO-I training are included in the package.
- 40 PDUs/CDUs.
- IIBA Certified Instructors with 20 plus years of experience.
- Plenty of case studies, In-Class exercises, quizzes, and take-home assignments.
- 15 Plus Industry-Standard tools.
- Personalized Resume, LinkedIn Profile makeover and Cover Letter.

## Software/Tools Used for this training

<ul style="list-style-type: none"><li>• ServiceNow (Sandbox/Developer Environment).</li><li>• JIRA.</li><li>• Confluence.</li><li>• Microsoft Visio / Lucidchart / Draw.io</li></ul>	<ul style="list-style-type: none"><li>• Microsoft Word / Excel / PowerPoint for documentation.</li><li>• Balsamiq, Mockflow.</li><li>• Oracle.</li><li>• Microsoft Azure.</li></ul>
--	---

This course will be taught by certified professionals in business analysis and ServiceNow domain with 15 plus years of corporate experience.

### Duration

### Fees

Disclaimer: "PMI®", "PMBOK®", "PMP®", "PMI-RMP®", "CAPM®" and "PMI-ACP®" are registered marks of the Project Management Institute, Inc. IIBA®, the IIBA® logo, BABOK® and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis. CBAP® is a registered certification mark owned by International Institute of Business Analysis. Certified Business Analysis Professional® is a trademark owned by International Institute of Business Analysis.

**Weekend Batch**

- 10-12 weeks (Saturday and Sunday from 11:00 AM EST to 2:00 PM EST).

**Weekday Batch**

- 10-12 weeks (Monday, Tuesday and Thursday from 08:00 PM EST to 10:00 PM EST).

**(Core Training Hours: 60 hours)**

**1500 USD + 5.3% Sales Tax**

(13.5% GST is applied instead of 5.3% for Canadian candidates).