

# Professional Scrum Product Owner («APO»)

The seminar will show you what it means to be an agile program-, product- or IT development manager in a complex environment. After the course you can take the certification «Professional Scrum Product Owner».

**Duration:** 2 days

**Price:** 2'500.–

**Course documents:** Original courseware (English in digital form)

## Content

Scrum is an agile and iterative approach to project and product management that helps set the right priorities, reduce project costs, and contribute to value faster.

Because Scrum is so transparent and flexible and delivers good results quickly, it has become indispensable in many companies.

### 1 Value Driven Development

- The main task of Product Owners is to add value to the product for which they are responsible.

### 2 Product Management

- Agile product management differs from traditional approaches.

### 3 Managing Requirements

- The Product Backlog is the fuel that drives the development team and the management of it is one of the main tasks of the Scrum Product Owner.

### 4 Planning Releases

- What does a good release plan look like? Why do we have releases? What impact can a bad release have on yourself and the customers?

### 5 Lean Planning

- A release is often the first step towards value creation. Is there a better way to learn about a release than to do it yourself?

### 6 Managing Products

- An understanding of total cost of ownership (TCO) is fundamental for successful product management.
- How to balance between optimizing the value of a release and maximizing the asset value of a product or system in an organization?
- How does this fit into the existing product plan and why is the development team's «Definition of Done» so fundamental to everything that gets done?

- Understanding the value drivers and strategies and how to measure them
- Understanding the differences between agile and traditional product management
- Understanding how the Product Owner works in an agile environment to deliver their products
- Understanding release strategies and how value creation can be optimised
- Understanding the basics of release goals
- Identifying requirements
- Sorting backlogs
- Estimating customisations and initial planning
- Understanding how to maximise the ROI of products and systems and optimise the Total Cost of Ownership (TCO)
- Understanding everything that drives value
- Understanding early stakeholder management through to release planning and delivery

## Methodology & didactics

Group exercises will challenge you to react quickly and understand what to do when you return to work. You will receive the course materials as a PDF after the seminar.

The training can also be conducted virtually. Virtual whiteboards ensure maximum interaction.

## Target audience

This course is designed for individuals who are responsible for optimizing the value of products and product families, product managers who are responsible for delivering a product – from concept to customer deployment, IT development managers who are responsible for a business unit or internal company system, and strategy managers who are responsible for the all-encompassing direction of a product or product family. [Which Scrum course is right for me?](#) (PDF in German)

## Requirements

Knowledge of product development is necessary. Additionally, knowledge in iterative and incremental product development is helpful. A basic knowledge of Scrum is recommended. Download the [Scrum Guide](#) as preparation.

If you do not yet have any knowledge of agile product development, we recommend that you attend the following course beforehand:

- [Introduction to Scrum \(«SCRUM»\)](#)

## Certification

In order to take the official [Scrum.org](#) exam after the training, we will register you with [Scrum.org](#) for the exam. During the training you will receive an email from [Scrum.org](#) asking you to create a [Scrum.org](#) account (if you do not already have one).

After successfully completing the training, you will receive another email from [Scrum.org](#) with the password for a free attempt to the «Professional Scrum Product Owner» certificate. It is a multiple-choice online test with 80 questions (in English) that takes 60 minutes. With a result of at least 85% you will receive the corresponding certificate. The price is included in the course fee. You can take the exam regardless of location and time.

As this Scrum training is an official [Scrum.org](#) Professional Scrum Training and Scrum.org lives the principle of fast feedback cycles as well as «Inspect and Adapt», all participants of an official Scrum.org training get the following possibility: If you as a participant complete the Scrum certification

assessment within 14 days after the end of the seminar and achieve less than 85% (i.e. you did not pass the exam), you will get the possibility to take the exam again for free (This regulation is valid from September 15, 2017).

## Additional information

Please note: If you consider attending the «Professional Scrum Master» course, there should be a period of about three months between the two course visits, as the content will be repeated in some cases and therefore the learning effect will be larger.

## Further courses

- Scaled Professional Scrum («SPSW»)
- Professional Agile Leadership™ Essentials («AFM»)
- Professional Scrum Product Owner – Advanced («PSPOA»)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-service-project-management/scrum/course-professional-scrum-product-owner](http://www.digicomp.ch/courses-service-project-management/scrum/course-professional-scrum-product-owner)