

# Certified Agile Scrum Product Owner



GSDC's Agile Scrum Product Owner certification assists the certified candidates to advance in their career with Agile methodologies, a fundamental understanding of the Scrum framework, and how to apply it to maximize the value delivered with a product, an advanced level of Professional Scrum Product Ownership knowledge and understanding of how the Scrum framework can support the creation of value.



# Certified Agile Scrum Product Owner

## ABOUT CERTIFICATION

The syllabus content of Agile Scrum Product Owner certification helps the applicants to excel in all the core skills necessary to be successful in organizations doing Agile development along with Kanban, Lean and Hybrid processes, product vision, product backlog management, release and portfolio planning, business strategy, and working with stakeholders. In a nutshell, this worldwide-standard certification covers all the content found in Product Owner certifications plus Agile Product Management and team leadership skills.

## OBJECTIVES

After the completion of the Agile Scrum Product Owner Certification, the participants will be able to:

1. Learn the core skills and concepts needed to be successful with Agile and Scrum.
2. Understand the roles within Agile and how teams can effectively work together.
3. Master the foundations of Scrum and other Agile methodologies: Kanban, Lean, and Hybrid.
4. Apply strategy to products and decision making to ensure products win in the market long-term.
5. Gain best practices for Product Managers and Product Owners.
6. Align and lead Agile teams towards goals/objectives.

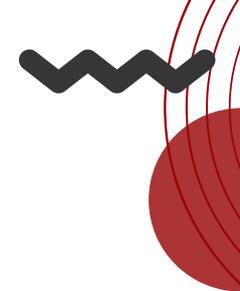
## Our Accreditation:



The Global Skill Development Council (GSDC) is the leading third-party, Vendor neutral, international credentialing and certification organization. The Global Skill Development Council (GSDC) is proud to be ANSI Accredited Member. The American National Standards Institute (ANSI) is a private, non-profit organization that administers and coordinates the U.S. voluntary standards and conformity assessment system.

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# COURSE SYLLABUS

## 1. Scrum Introduction:

- Scrum concepts
- Scrum Flow
- Scrum framework
- Scrum vocabulary
- Principles of process control
- Scrum work culture

## 2. Introduction to Product management:

- Strategic Functions
- Product Management Terminology
- Roles and Responsibilities
- Strategic Analysis
- Product Lifecycle
- Product Adoption
- Marketing Mix

## 3. Product planning and development:

- Agile methodology
- Scrum product development
- Sprint planning
- Writing effective product requirements
- Creating a product roadmap
- Creating a sprint backlog, a product backlog and user stories
- Building a product requirement document

## 4. Agile Product Delivery:

- Roadmap
- Release Plan
- Backlog
- Sprint

## 5. Agile Requirement:

- BDD, TDD and PDD
- What are :
- Epics
- Features
- User Stories
- How to write effective agile requirements
- Feature Slicing Techniques
- User Story Writing
- Best Practices

## 6. Prioritization:

- Prioritizing the product backlog
- Meaning of mandatory
- Prioritization decisions
- Formal approaches to prioritizing
- Sequence of work

## 7. Market Segmentation and Personas:

- User Persona
- Buyer Persona
- Techniques to create a persona
- Lean persona
- Best Practices
- Market Needs
- Product Requirements

## 8. How to Design an MVP :

### 9. Product Market Fit:

- Value Proposition
- Customer Empathy

## 10. Product Metrics that Matter in Fintech:

- Web and Data Analytics
- Use of AI and Augmented Reality

## 11. Product Marketing:

- Introduction to Go To Market (GTM) Strategy & its Components
- Product - Market Fit
- Product Pricing
- Product Marketing & Sales Strategies
- Product Launch Plan



# GSDC Technical Advisory Board :



The GSDC is the leading certification association which brings together innovative organizations and founding thought-leaders as Technical Advisors from over 40 countries to design curriculum on Blockchain, Devops, Six Sigma & Agile Certifications.

## Our Future Information **Target Audience**

- Product Managers who want to learn Agile and Product Owner skills.
- Product Owners who want to learn Agile Product Management and team leadership skills.
- Students aspiring to become Product Managers or Product Owners.
- Organizations that want to optimize their Agile teams and pilot the course prior to private custom training.

## **Pre-requisites**

There is no defined prerequisite to go for this certification but knowledge of all phases of SDLC is recommended.

**Find out more online at**  
**[www.gsdccouncil.org](http://www.gsdccouncil.org)**

