

Agile Product Management & Scrum

COURSE OVERVIEW

This course provides a comprehensive understanding of how to leverage Agile methodologies and Scrum frameworks in building customer-centric products efficiently and adaptively. It covers the principles of Agile thinking, the role of product management in an iterative environment, and the critical responsibilities of Product Owners, Scrum Masters, and Development Teams. Participants will explore backlog management, sprint planning, incremental delivery, stakeholder collaboration, and value-driven prioritization, gaining practical insights into applying Agile practices for real-world product development and business agility to foster continuous improvement in product lifecycle management.

WHO SHOULD ATTEND?

This course is designed for product managers, project managers, scrum masters, business analysts and software development professionals who aspire to enhance their Agile and Scrum knowledge. It is also ideal for entrepreneurs, startup founders, team leads, and professionals transitioning into product management roles.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand Agile principles and the Scrum framework in detail.
- Apply Scrum roles, events, and artifacts effectively within product teams.
- Manage and prioritize product backlogs aligned with business goals.
- Facilitate sprint planning, reviews, and retrospectives for continuous improvement.
- Align product strategy with customer needs and stakeholder expectations.
- Deliver value incrementally and adaptively in fast-changing environments.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Agile philosophy and Scrum methodology.
- Backlog management, prioritization, and user stories.
- Insights into effective stakeholder management and communication.
- Practical tools and frameworks for sprint execution and tracking progress.
- Aligning business strategy with product delivery.
- Access to templates, checklists, and best practices for Agile product teams.
- Practice with real-world case studies, role plays, and simulations.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.