



IIBA
Endorsed Education Provider
Endorsed Course™



SkillCert
CONSULTANCY

**CERTIFICATE IN
PRODUCT OWNERSHIP
ANALYSIS (IIBA® -CPOA)**

www.skillcertconsultancy.com

Course introduction

Master Product Ownership Analysis skills and competencies and assist your team in creating and delivering exceptional products and services for your customers.

Product Ownership Analysis is a discipline that can be used to assist teams in creating and delivering exceptional products and services for their customers. It empowers Business Analysis professionals with standards, practices, techniques, and competencies to create value.

Learn product owner analysis framework, context, techniques, and competencies that help your organization create a competitive advantage.

Course structure

Introduction to product ownership analysis.

Evolving product ownership to POA

Understanding product ownership analysis

Agile product management

The POA framework

POA Techniques

Bonus content.



Who should attend?

This course is suitable for Product owners, Business Analysts, business managers, Product owners, Product managers, and team members working on developing, delivering, and supporting exceptional products and services for your customers. This course is especially suitable for those who want to make a transition to a Product Ownership Analysis career.

Course outline

Introduction to product ownership analysis.

- ▶ The IIBA Guide to Product Ownership Analysis

Evolving Product Ownership to POA

- ▶ Product Development
- ▶ Product Owners using Agile
- ▶ Product Ownership Analysis
- ▶ The Product Owner Role and POA
- ▶ Product Ownership Analysis Framework
- ▶ Value of the POA Framework

Understanding Product Ownership Analysis

- ▶ Integrating Business Analysis and Product Ownership
- ▶ Integrating Agile Business Analysis and POA

Agile Product Management

- ▶ How Organizations Manage Products
- ▶ Product Lifecycle
- ▶ POA and Agile Planning Horizons

The POA Framework

- ▶ Apply Foundational Concepts
- ▶ Cultivate Customer Intimacy
- ▶ Engage the Whole Team
- ▶ Make an Impact
- ▶ Deliver Often
- ▶ Learn Fast
- ▶ Obsess about Value

POA Techniques

- ▶ Backlog Refinement
- ▶ Business Cases
- ▶ Collaborative Games

- ▶ Customer Journey Map
- ▶ Decision Modelling and Analysis
- ▶ Definition Concepts (Ready, Delivery, and Done)
- ▶ Empathy Map
- ▶ Focus Groups
- ▶ Human-Centred Design for Products
- ▶ Job Stories
- ▶ Kano Analysis
- ▶ Metrics and Key Performance Indicators
- ▶ Minimal Viable Product
- ▶ Non-Functional Requirements Analysis
- ▶ Persona
- ▶ Problem Definition and Analysis
- ▶ Product Backlog Management
- ▶ Product-Market Fit
- ▶ Product Roadmap
- ▶ Real Options
- ▶ Reviews
- ▶ Risk Analysis and Management
- ▶ Spikes
- ▶ Stakeholder Lists and Maps
- ▶ Story Mapping
- ▶ Value Modelling
- ▶ Value Proposition Canvas
- ▶ Value Stream Mapping
- ▶ Visioning



Examination pattern

Course level: Foundation to intermediate.
The exam consists of 75 multiple-choice, scenario-based questions to be completed within 2 hours.
Online proctor-based examination.

Course resources

- ▶ Best-in-class e-learning resources with videos, interactive contents, and chapter-end questions hosted on learner management system.
- ▶ Downloadable PDF files.
- ▶ Chapter end questions
- ▶ Interact with expert trainers when you have a question.
- ▶ IIBA official 24 PD for CBDA examination.
- ▶ Dynamic question bank with explanations.



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