Curriculum

Advanced Product Owner

2020.5-DE-20210215

NEXT NORMAL
ACADEMY

Inhaltsverzeichnis

Einführung . . . 2
Allgemeine Informationen . . . 2
Goal of Advanced Product Owner Curriculums . . . 2
Structure of Learning Objectives . . . 2
Out of Scope . . . 3
Preconditions . . . 3
Design, Duration, and Didactic Methods . . . 3
1. Understanding Customers . . . 5
1.1. Related Tools . . . 5
1.2. Outcome . . . 5
1.3. Learning Objectives . . . 5
2. Das Business Model beschreiben . . . 6
2.1. Related Tools . . . 6
2.2. Outcome . . . 6
2.3. Lernziele . . . 6
3. Satisfying Customer Needs . . . 7
3.1. Related Tools . . . 7
3.2. Outcome . . . 7
3.3. Learning Objectives . . . 7
4. Measuring Value Creation . . . 8
4.1. Related Tools . . . 8
4.2. Outcome . . . 8
4.3. Learning Objectives . . . 8
5. Understanding the Environment . . . 9
5.1. Related Tools . . . 9
5.2. Outcome . . . 9
5.3. Learning Objectives . . . 9
6. Influencing the Environment . . . 10
6.1. Related Tools . . . 10
6.2. Outcome . . . 10
6.3. Learning Objectives . . . 10
7. Draft a Plan . . . 11
7.1. Related Tools . . . 11

7.2. Outcome ... 11
7.3. Learning Objectives ... 11
8. Break Down the Results ... 12
8.1. Related Tools ... 12
8.2. Outcome ... 12
8.3. Learning Objectives ... 12
9. Describe the Solution ... 13
9.1. Related Tools ... 13
9.2. Outcome ... 13
9.3. Learning Objectives ... 13
10. Prioritize Development Work ... 14
10.1. Related Tools ... 14
10.2. Outcome ... 14
10.3. Learning Objectives ... 14
11. Build and Deliver ... 15
11.1. Related Tools ... 15
11.2. Outcome ... 15
11.3. Learning Objectives ... 15
12. Managing Feedback Loops ... 16
12.1. Related Tools ... 16
12.2. Outcome ... 16
12.3. Learning Objectives ... 16
Verzeichnis der Lernziele ... 17

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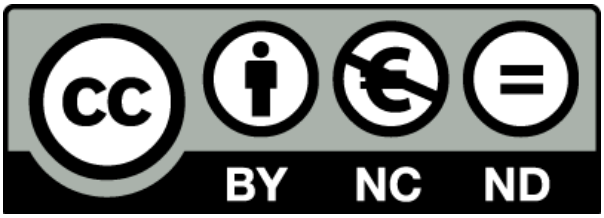

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Einführung

Allgemeine Informationen

Dieses Curriculum beschreibt, was die Teilnehmer im Advanced Product Owner Training erwarten können und was Teil der Advanced Product Owner Zertifizierungsprüfung ist.

Den Trainern steht es frei, ihren Trainings zusätzliche Elemente hinzuzufügen.

Ein Training, das als Advanced Product Owner Training bezeichnet wird, muss jedoch mindestens alle in diesem Curriculum beschriebenen Themen abdecken

Goal of Advanced Product Owner Curriculums

The Advanced Product Owner curriculum provides an open-source, framework-neutral training scheme with a corresponding certification.

The main goal of the Advanced Product Owner curriculum is to convey the interrelationships and interactions between methods and tools of agile product management. Participants should be enabled to assess the suitability of these tools and methods for their respective context and to apply them successfully.

Structure of Learning Objectives

The Advanced Product Owner curriculum distinguishes between three levels of competence and three kinds of ability. All three levels of competence are tested in the examination, one third each

The three competence levels are

Competence Level 1 focuses on specific tools or methods related to the learning objective. At competence level 1, neither combinations of tools and methods nor their relations to the working context are relevant.

Competence Level 2 focuses on the relationships between two tools or methods and the relationship of a single tool or method to the working context.

Competence Level 3 focuses on relationships between more than two tools or methods and on the relationship of combinations of tools and methods to the working context.

The three kinds of abilities are

Knowing something is about facts and figures about a tool or method. The knowledge that may be assessed is, for example, about the elements that make up a tool or the phases of a methods. Knowledge about the history of methods or sources is not part of the examination.

Being aware of something is about being able to anticipate how a tool or method might be used. Anticipation is also relevant when deciding not to use a tool or method. In addition, being aware addresses the consequences of using different versions or templates of tools or methods and of combinations of tools and methods.

Being able to do something is about deciding about or applying tools and methods according to the working context. This can mean both that product owners apply the tools or methods themselves and that they let their team apply the tools or methods.

Out of Scope

This non-exhaustive out-of-scope list includes some topics that are related, but not part of the curriculum.

- Frameworks like Scrum, LeSS, SAFe
- Business strategy and portfolio management
- Business analysis, requirements engineering and requirements management
- Usability engineering and user experience design
- Development and engineering practices
- Deep dives into single methodologies

Preconditions

There are no formal prerequisites that participants need to meet in order to attend an Advanced Product Owner training.

It is recommended to have at least some basic experience in one of the following areas:

- Product management
- Project management
- User experience and usability engineering
- Bsiness analysis
- Requirements engineering and management
- Product development

Design, Duration, and Didactic Methods

The curriculum is designed for a three day on-site or a three day online training.

The curriculum structure follows the connections between the tools and methodologies shown in the Advanced Product Owner Value Chain.

It is not goal of the curriculum to enforce trainers using specific methods for teaching. The didactic methods

should focus on these connections. Therefore, the trainings usually consist of about 80% practical exercises and feedback on the results of these exercises.

1. Understanding Customers

1.1. Related Tools

- Customers

1.2. Outcome

- Persona
- Empathy Map

1.3. Learning Objectives

Competence Level 1

- Participants are able to distinguish between customers and users
- Participants are able to describe typical groups of customers and users as personas

Competence Level 2

- Participants are aware of which aspects from personas are helpful or necessary for the creation of empathy maps
- Participants are aware of which aspects of customers or users are relevant for the creation of empathy maps in their working context
- Participants are able to decide which persona template best fits their work context or create a specific template for their working context

Competence Level 3

- Participants are able to decide whether personas or empathy maps are useful in their working context
- Participants are able to describe the trade-off of using or not using personas or empathy maps in their working context
- Participants are aware of the lack of information when personas or empathy maps are not used in their working context

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2. Das Business Model beschreiben

2.1. Related Tools

- Value Proposition
- Inception Deck
- Value Model
- Feedback Loops

2.2. Outcome

- Business Model

2.3. Lernziele

Kompetenzlevel 1

- ...

3. Satisfying Customer Needs

3.1. Related Tools

- Empathy Map
- Business Model
- Inception Deck

3.2. Outcome

- Value Proposition

3.3. Learning Objectives

4. Measuring Value Creation

4.1. Related Tools

- Value Proposition
- Delivery Kanban
- Feedback Loops

4.2. Outcome

- Value Model

4.3. Learning Objectives

5. Understanding the Environment

5.1. Related Tools

- Persona

5.2. Outcome

- Stakeholder Map

5.3. Learning Objectives

6. Influencing the Environment

6.1. Related Tools

- Stakeholder Map
- Value Proposition
- Roadmap
- Impact Map

6.2. Outcome

- Inception Deck

6.3. Learning Objectives

7. Draft a Plan

7.1. Related Tools

- Inception Deck
- Value Model

7.2. Outcome

- Roadmap

7.3. Learning Objectives

8. Break Down the Results

8.1. Related Tools

- Roadmap
- Stakeholder Map
- Story Map

8.2. Outcome

- Impact Map

8.3. Learning Objectives

9. Describe the Solution

9.1. Related Tools

- Impact Map
- Persona
- Delivery Kanban
- Product Backlog

9.2. Outcome

- Story Map

9.3. Learning Objectives

10. Prioritize Development Work

10.1. Related Tools

- Story Map
- Value Model
- Real Options

10.2. Outcome

- Product Backlog

10.3. Learning Objectives

11. Build and Deliver

11.1. Related Tools

- Product Backlog
- Delivery Kanban

11.2. Outcome

- Product Increment

11.3. Learning Objectives

12. Managing Feedback Loops

12.1. Related Tools

- Business Model
- Value Propostion
- Inception Deck
- Value Model
- Impact Map
- Story Map
- Product Increment

12.2. Outcome

- Feedback Loops
- Experiments and Tests

12.3. Learning Objectives

Verzeichnis der Lernziele