

KOENIG SOLUTIONS • COURSE OUTLINE

Certificate in Product Ownership Analysis (IIBA®-CPOA)

Learn to apply Product Ownership Analysis, blending product ownership and business analysis within an agile framework and techniques.

7

MODULES

55

TOPICS

COURSE OVERVIEW

This course examines the role of the Product Owner, comparing it with the Agile Business Analyst, and introduces the CPOA certification's objectives, eligibility and syllabus. It traces how product ownership evolves into Product Ownership Analysis (POA), integrating business analysis and agile practice within a POA framework, and looks at how organisations manage products across their lifecycle and planning horizons. It then covers the POA knowledge areas, such as cultivating customer intimacy, engaging the whole team and delivering often, before working through techniques including backlog refinement, story mapping, personas, Kano analysis and value proposition canvas.

WHO THIS COURSE IS FOR

Product Owners

Agile Business Analysts

Product Managers

Scrum Team Members

Business Analysts

LEARNING OBJECTIVES

- Describe the Product Owner role and its responsibilities
- Compare the Product Owner and Agile Business Analyst roles
- Explain the CPOA certification objectives, eligibility and syllabus
- Analyse how product ownership evolves into Product Ownership Analysis
- Explain integration of business analysis with Product Ownership Analysis
- Describe product lifecycle and agile planning horizons
- Identify the knowledge areas of the POA framework
- Apply POA techniques such as story mapping, personas and Kano analysis

7 Modules, 55 Topics

01

Who Is a Product Owner?

TOPICS

Who is a Product Owner · Skills of a Product Owner · Product Owner role and responsibilities · Product Owner Vs Agile Business Analyst

02

CPOA Certification Overview

TOPICS

CPOA Objectives · CPOA Eligibility · CPOA Exam syllabus and Information · Knowledge Areas

03

Evolving Product Ownership to POA

TOPICS

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

04

Understanding Product Ownership Analysis

TOPICS

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

05

Agile Product Management

TOPICS

How Organizations Manage Products · Product Lifecycle · POA and Agile Planning Horizons

06

POA Framework / Knowledge Areas

TOPICS

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

POA Techniques

TOPICS

- 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
- Personas
- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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