



"دور ومهام مالك المنتج في التجارة الإلكترونية: دليل شامل"

Duration: 5 Days

Language: ar

Course Code: PM1-124

Objective

:By the end of this course, participants will be able to

- Understand the role and responsibilities of an eCommerce Product Owner in agile organisations
- Develop a strong product vision and strategy aligned with business objectives
- Translate user needs and business requirements into actionable product backlogs
- Manage product lifecycles from ideation to launch and optimisation
- Use analytics and UX insights to drive data-informed product decisions

Audience

:This course is ideal for

- eCommerce Product Owners and Managers
- Digital Project Managers and Scrum Product Owners
- Online Retail and Marketplace Professionals
- UX/UI Designers transitioning into product roles
- Business Analysts and Marketing Technologists in eCommerce

Training Methodology

The course combines real-world case studies, guided discussions, and practical exercises focused on eCommerce operations and agile product ownership. Participants will create roadmaps, user stories, and backlog strategies tailored to online retail success.

Summary

This advanced course is designed for professionals aspiring to lead and manage eCommerce products strategically and effectively. The eCommerce Product Owner plays a central role in aligning digital commerce initiatives with customer expectations, business goals, and technological innovation.

Participants will gain an in-depth understanding of product ownership within eCommerce ecosystems — covering product vision, backlog management, agile workflows, customer experience optimisation, and cross-functional collaboration.

By the end of the course, participants will be equipped with the tools to drive product growth, enhance conversion rates, manage stakeholders, and lead digital teams in fast-paced online retail environments.

Course Content & Outline

Section 1: The Role of the eCommerce Product Owner

- Defining the Product Owner role in agile and scrum frameworks
- Understanding key responsibilities in online retail environments
- Managing stakeholder expectations across marketing, IT, and sales teams
- Establishing product vision, KPIs, and strategic alignment with business goals

Section 2: Product Strategy and Roadmapping

- Crafting an eCommerce product strategy that supports customer-centric innovation
- Creating short- and long-term product roadmaps
- Balancing business priorities, technical constraints, and user experience
- Integrating omnichannel strategies and digital commerce trends

Section 3: Backlog Management and Agile Execution

- Writing clear and actionable user stories and acceptance criteria
- Prioritising features using frameworks such as MoSCoW, RICE, or WSJF
- Managing sprints, releases, and cross-functional collaboration with developers and designers
- Measuring sprint success and continuous improvement techniques

Section 4: Data-Driven Product Ownership

- Using eCommerce analytics (Google Analytics, Shopify, Magento, GA4) for insight generation
- Conversion rate optimisation (CRO) and A/B testing principles
- Understanding customer journeys and behavioural data
- Applying predictive analytics to forecast performance and demand

Section 5: Customer Experience and Growth Management

- Building seamless customer experiences across digital touchpoints
- Integrating UX research and usability testing into product development
- Managing product lifecycle: launch, feedback loops, and iterations
- Collaborating with marketing and growth teams to drive revenue and retention

Certificate Description

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكمرون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

التجزئة والتجارة، المبيعات والتسويق، التكنولوجيا

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