



# تحسين إدارة المنتجات والملكية الفنية: دليل متقدم للنجاح

**Duration:** 5 Days

**Language:** ar

**Course Code:** MG2 - 234

## Objective

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

- Understand the Product Owner role in Agile and Scrum environments
- Develop product vision, strategy, and roadmaps aligned with business goals
- Translate market/user needs into clear backlog items and prioritisation frameworks
- Facilitate collaboration across engineering, design, marketing, and operations
- Measure product performance and make data-informed product decisions

## Audience

:Ideal for

- Aspiring Product Owners and Product Managers
- Business Analysts, Project Managers, and UX Designers transitioning into product roles
- Startup founders and entrepreneurs building digital products
- Professionals involved in Agile and cross-functional product development

## Training Methodology

The course combines interactive discussions, real product case studies, hands-on backlog creation exercises, roadmapping labs, and feature prioritisation simulations

## Summary

This course provides a **complete, practical foundation in Product Ownership and Product Management**, preparing participants to confidently guide product vision, prioritise features, manage backlogs, and lead cross-functional teams in Agile environments

The course bridges the gap between **business strategy and execution**, teaching participants how to transform customer needs and market insights into product decisions that drive value. By the end of the program, participants will understand how Product Owners work within Scrum teams, how product managers shape product direction, and how both roles collaborate to ensure continuous product success

## Course Content & Outline

### Section 1: Product Ownership & Agile Foundations

- What defines a Product Owner and Product Manager — differences and collaboration
- Working within Agile ecosystems: Scrum, Kanban, and Lean principles
- Understanding product lifecycle and customer value creation
- Stakeholder management and communication in Agile teams

### Section 2: Product Vision, Strategy & Roadmapping

- Defining product mission, target users, and value proposition
- Market research, competitor mapping, and user persona development
- Building strategic product roadmaps and release planning

- Aligning product strategy with company goals and capacity constraints

### Section 3: Backlog Management & Prioritisation Techniques

- Writing effective user stories and acceptance criteria
- Prioritising features using MoSCoW, RICE, Kano, and Value vs. Effort matrices
- Grooming and managing backlogs for clarity and alignment
- Coordinating with engineering teams to balance scope vs. delivery

### Section 4: Product Delivery, Iteration & Continuous Improvement

- Structuring sprints, reviews, stand-ups, and retrospectives
- Measuring product performance with KPIs and analytics
- Feedback loops from users, support teams, customers, and data
- Scaling product operations and release management practices

### Section 5: Product Leadership, Communication & Stakeholder Alignment

- Managing expectations, risks, and trade-offs
- Leading without authority: influencing technical and non-technical teams
- Communicating product vision to executives and teams
- Creating a culture of experimentation, learning, and improvement

## Certificate Description

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

وحدة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، 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 CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Related Articles



### Best Product Management Courses in 2024

Product management focuses on developing and improving products to meet market needs. It involves creating strategies, overseeing development from ideation to launch, and aligning cross-department efforts. Product managers blend technical, business, and interpersonal skills to deliver valuable solutions satisfying customers and stakeholders.