

SCRUM ALLIANCE® CERTIFIED SCRUM PROFESSIONAL® PRODUCT OWNER (CSP®-PO) Learning Objectives

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INTRODUCTION

Purpose

This document describes the Learning Objectives (LOs) that must be covered in a Certified Scrum Professional - Product Owner offering.

Scope

Scrum Alliance has adopted the *Scrum Guide, The Definitive Guide to Scrum: The Rules of the Game*, co-authored and updated (most recently in 2017) by the co-creators of the Scrum framework, as the guiding curriculum for this offering. CSP-PO candidates are expected to build a body of knowledge of the Scrum framework, including its roles, events, and artifacts. Incorporating Scrum principles and practices takes diligence, patience, and a commitment to continuous improvement. Scrum is a framework, not a prescriptive methodology.

Students attending a CSP-PO offering should expect that each Learning Objective identified in this document will be covered. The CSP-PO Learning Objectives fall into the following categories:

- 1. Product Owner Core Competencies**
- 2. Implementing Purpose and Strategy**
- 3. Advanced Interactions with Customers and Users**
- 4. Complex Product Assumption Validation**
- 5. Advanced Product Backlog Management**

Individual Path to CSPSM Educators may choose to include ancillary topics. Ancillary topics presented in a CSP-PO offering must be clearly indicated as such.







LEARNING OBJECTIVES



A note about Bloom's Taxonomy:

Bloom's-style Learning Objectives describe what the learner can do upon completing the offering.

Please mentally start each Learning Objective with the following phrase: **“Upon successful validation of the CSP-PO Learning Objectives, the learner will be able to ... ”**


Bloom's style of Learning Objectives consists of six levels of learning:

-  Knowledge
-  Comprehension
-  Application
-  Analysis
-  Synthesis
-  Evaluation



The levels progress from lower order to higher order thinking skills, Knowledge() through Evaluation(). The level of each learning objective can be identified using the image designations above.

Product Owner Core Competencies




Product Owner as Product Champion

-  1.1. appraise how different organizational designs and structures might impact how a person is selected to be a Product Owner.




Advanced Stakeholder Discussion

-  1.2. assess a facilitated session with stakeholders who are in conflict, providing two examples of how to improve facilitation.
-  1.3. compare at least two techniques for gathering, communicating, and leveraging information from internal and external stakeholders.

Launching Scrum Teams

-  1.4. explain at least three reasons why the start of a new Scrum Team should be handled differently from a traditional project kickoff or charter.
-  1.5. demonstrate the Product Owner's responsibility to define expectations for quality when the team forms.
-  1.6. plan the launch of a new Scrum Team.

Product Ownership with Multiple Teams

-  1.7. demonstrate at least two methods to support Product Backlog management across multiple teams.
-  1.8. contrast at least two patterns for scaling the Product Owner role.
-  1.9. organize and facilitate a collaborative session to perform prioritization at scale.

Training

- ↕ 1.10. develop and teach a topic related to Product Ownership.

Implementing Purpose and Strategy

Market-Driven Product Strategy Practices

- ✓ 2.1. compare and contrast at least three business models for a product.
- ✎ 2.2. develop a business model for a product idea.
- ✎ 2.3. construct a competitive analysis.
- ▮ 2.4. calculate the opportunity size of a product or feature.

Complex Product Planning and Forecasting

- ✓ 2.5. compare at least two techniques to develop a product plan or forecast.
- ✎ 2.6. develop an appropriate release strategy for a business model.
- ⚙ 2.7. describe at least three measurable product launch goals.
- ⚙ 2.8. discuss at least five elements of a product launch plan.

Product Economics

- ↕ 2.9. apply at least two methods to determine the profitability of a product.
- ▮ 2.10. calculate the expected outcome or economic results of a product release, given fixed and variable costs, and forecasted return.
- ✓ 2.11. explain an iterative and incremental investment model for product development.
- ↕ 2.12. demonstrate at least three ways how return on investment can be improved.
- ▮ 2.13. calculate the cost of delay for a product feature.
- ✓ 2.14. compare at least two approaches to fund Agile product development.

Advanced Interactions with Customers and Users

Advanced Customer Research and Product Discovery

- ✎ 3.1. prepare a plan to integrate customer development into product development.
- ✓ 3.2. evaluate at least three techniques for customer research or product discovery.

Complex Product Assumption Validation

- ✓ 4.1. select an appropriate experiment to test a hypothesis.
- ✓ 4.2. evaluate the results and impact of an experiment.

Advanced Product Backlog Management

Differentiating Outcome and Output

- ✓ 5.1. assess how teams and/or organizations emphasize outcomes over output.

Defining Value

- ⚙ 5.2. select an appropriate value creation strategy for a product idea at a given point in its lifecycle.

Ordering Items

- ✓ 5.3. compare at least three techniques to inform Product Backlog ordering.
- ✓ 5.4. defend the order of a Product Backlog with one or more stakeholders.

Refining Items to Deliver Customer Value Quickly

- ▮ 5.5. analyze a team's use of Product Backlog Refinement.
- ✚ 5.6. propose at least two ways to improve engagement of customers or users to refine the Product Backlog.