

PROJECT MANAGEMENT | COURSE BROCHURE

Product Owner Skills: Backlog, Value and Stakeholders

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

The Product Owner is accountable for maximising the value of the product delivered by the team. This course develops skills in product vision, backlog management, writing and prioritising user stories, release planning, stakeholder engagement and measuring outcomes. Participants practise on a realistic product case.

Agile teams can only deliver value if they work on the right things. This course helps Product Owners define, prioritise and communicate work effectively.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses product case exercises, story writing workshops, prioritisation games, stakeholder role plays and release planning simulations.

Course objectives

By the end of this course, participants will be able to:
• Define a product vision and goals
• Build and refine a product backlog
• Write effective user stories and acceptance criteria
• Prioritise backlog items by value, risk and effort
• Plan releases and roadmaps
• Engage stakeholders and measure product outcomes

Target audience

This course is suitable for:
• Product owners and product managers
• Business analysts
• Project managers working with agile teams
• Subject matter experts representing the business
• Digital service managers



Course content

Target competencies

Participants will develop competencies in:

- Product vision
- Backlog management
- User story writing
- Value prioritisation
- Release planning
- Stakeholder management

Course outline

Day 1: The Product Owner Role

09:00–09:54	Accountabilities and responsibilities
09:54–10:48	Product thinking
10:48–11:00	Working with the team
11:00–11:30	**Coffee break**
11:30–12:12	Working with the team (continued)
12:12–13:06	Common anti-patterns
13:06–14:00	Exercise: Product vision

Day 2: Backlog Management

09:00–09:54	Product backlog structure
09:54–10:48	Epics, features and stories
10:48–11:00	Refinement practices
11:00–11:30	**Coffee break**
11:30–12:12	Refinement practices (continued)
12:12–13:06	Definition of ready and done
13:06–14:00	Workshop: Building a backlog



Course content

Day 3: User Stories

09:00–09:54	Writing user stories
09:54–10:48	Acceptance criteria
10:48–11:00	Splitting stories
11:00–11:30	**Coffee break**
11:30–12:12	Splitting stories (continued)
12:12–13:06	Non-functional requirements
13:06–14:00	Practice: Story writing

Day 4: Prioritisation and Planning

09:00–09:54	Value-based prioritisation techniques
09:54–10:48	Minimum viable product
10:48–11:00	Roadmaps and release plans
11:00–11:30	**Coffee break**
11:30–12:12	Roadmaps and release plans (continued)
12:12–13:06	Managing dependencies
13:06–14:00	Exercise: Prioritising a backlog

Day 5: Stakeholders and Outcomes

09:00–09:54	Stakeholder engagement
09:54–10:48	Sprint reviews and feedback
10:48–11:00	Product metrics
11:00–11:30	**Coffee break**
11:30–12:12	Product metrics (continued)
12:12–13:06	Saying no
13:06–14:00	Capstone: Product roadmap presentation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,940.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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