

# Professional Scrum Product Owner™ – AI Essentials (PSPO-AIE)

ID PSPO-AIE Price CHF 850.—(excl. VAT) Duration 1 day

## Who should attend

This course is appropriate for Product Professionals in any industry as they learn how to integrate AI into their jobs. This includes:

- Product Owners seeking to integrate AI into their workflows and enhance their Product Ownership skills
- Product Managers aiming to leverage AI for greater product value and innovation
- Business Analysts interested in applying AI tools and techniques to improve product discovery and validation
- Scrum Masters, Agile Coaches and Leadership interested in applying AI to support their Product Owners, Scrum Teams, while their is also focus on how to apply AI in their respective roles
- Anyone in a product-related role who wants to stay ahead in the evolving digital landscape by mastering AI fundamentals and practical applications

## Course Objectives

This course introduces Product Owners and related professionals to the fundamentals of AI and its applications in modern product development. When a student leaves the classroom they will be able to:

- Describe AI and how it supports modern product development
- Explain key concepts in AI, including machine learning, deep learning, generative AI, and agentic AI
- Discuss how AI tools can enhance Product Ownership through real-world use cases
- Demonstrate the use of generative AI tools (e.g., ChatGPT, Synthesia) to support product work
- Move from theory to practice by embedding AI tools into your daily Product Ownership
- Identify ethical and responsible practices when adopting AI tools
- Implement AI-informed behaviors as AI-literate Product Owners in daily work

Students will learn how to use leading AI tools and write effective AI prompts to generate useful outputs to support their work. Students who attend this course will learn how to leverage AI to

help:

- Better understand the market for their products
- Create user personas to help better understand their customers
- Craft a clear product vision
- Accelerate prototyping and testing
- Delegate routine tasks
- Enhance collaboration with team members and stakeholders
- Manage daily routine tasks and more

## Course Content

In this one day\* course students engage in discussions and exercises to explore practical uses of AI tools and techniques across each stance of the Product Owner. In addition to the traditional stances, students are introduced to a new stance, focusing on security and ethics, providing essential guidance on adopting AI responsibly and securely within an organization. ? Throughout this course, attendees will gain the skills and confidence to harness AI effectively, ensuring they remain at the forefront of delivering value in an ever-evolving digital landscape. The Product Owner of tomorrow masters AI—this training ensures you are prepared for that future.

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## Training Centres worldwide



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