Agile Project Management and Scrum Master Implementation Training Course

26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PRM5397_280333

Course Introduction / Overview:

This comprehensive course provides a deep dive into the principles and practices of Agile project management, with a specific focus on the Scrum framework. In today's fast-paced business environment, traditional project management methods often fall short. This training course is designed to equip participants with the Agile mindset and practical skills needed to deliver value faster and more effectively. We will explore the core tenets of the Agile Manifesto and delve into the mechanics of Scrum, a framework designed for complex product development. As articulated by Scrum co-creator Jeff Sutherland in his book "Scrum: The Art of Doing Twice the Work in Half the Time," the goal is to create high-performing teams that can adapt to change and deliver exceptional results. Participants will move beyond theory to understand the nuances of implementing Scrum in real-world scenarios. BIG BEN Training Center has structured this program to foster a holistic understanding, covering everything from the fundamental roles and events to the advanced skills of a servant-leader Scrum Master, ensuring a successful Agile transformation for any team or organization. This journey will empower you to navigate the complexities of modern projects with confidence and agility.

Target Audience / This training course is suitable for:

- Project Managers and Team Leaders.
- Aspiring and current Scrum Masters.
- Product Owners and Product Managers.
- Software Developers and Engineers.
- Business Analysts and System Analysts.
- IT Managers and Department Heads.
- Quality Assurance and Testing Professionals.
- Anyone involved in project delivery or product development.
- Executives and leaders seeking to understand Agile transformation.

Target Sectors and Industries:

- Information Technology and Software Development.
- Banking, Financial Services, and Insurance.
- Telecommunications and Media.
- Healthcare and Pharmaceutical Industries.
- Government and Public Sector Agencies.
- Retail and E-commerce.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Education and E-learning.

Target Organizations Departments:

- Project Management Office (PMO).
- Information Technology (IT) and Software Development.
- Product Development and Management.
- Research and Development (R&D).
- Operations and Business Process Improvement.
- Marketing and Digital Strategy Teams.
- Human Resources and Organizational Development.
- Customer Support and Service Delivery.

Course Offerings:

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

- Master the core principles and values of the Agile Manifesto.
- Implement the Scrum framework effectively, including all roles, events, and artifacts.
- Facilitate key Scrum events such as Sprint Planning, Daily Scrums, Sprint Reviews, and Retrospectives.
- Develop the skills of a servant-leader to guide and coach high-performing Agile teams.
- Apply techniques for managing the Product Backlog, writing effective user stories, and Agile estimation.
- Utilize metrics like burndown charts and velocity to track progress and forecast delivery.
- Identify and remove impediments that hinder team productivity and continuous flow.
- Champion a culture of continuous improvement and Agile adoption within their organization.
- Understand how to scale Agile principles for larger projects and enterprises.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application. We believe that adult learning is most effective when it is experiential. This course moves beyond traditional lectures to immerse participants in the Agile and Scrum mindset through a blend of expert instruction, collaborative activities, and real-world simulations. A significant portion of the training is dedicated to hands-on exercises, where participants will work in teams to run simulated Sprints, create and refine a Product Backlog, and practice facilitating Scrum events. We utilize case studies from various industries to illustrate the challenges and successes of Agile implementation. Group discussions and peer-to-peer feedback sessions are integral, allowing participants to share insights and solve problems collectively. Our expert instructors act as coaches, guiding attendees through complex topics and providing personalized feedback. The learning environment is dynamic and supportive, ensuring that every participant leaves with not only theoretical knowledge but also the practical confidence to apply Scrum effectively in their workplace.

Course Agenda (Course Units):

Unit One: Foundations of Agile and the Scrum Framework

- Introduction to Agile principles and the Agile Manifesto.
- Contrasting Agile with traditional Waterfall methodologies.
- Understanding the empirical process control theory.
- Overview of the Scrum framework, its values, and pillars.
- Exploring the core components: roles, events, and artifacts.
- The importance of the Agile mindset for organizational success.
- Common myths and misconceptions about Agile and Scrum.

Unit Two: The Scrum Roles in Depth

- The Product Owner: maximizing value and managing the backlog.
- The Scrum Master: servant-leader, coach, and impediment remover.
- The Development Team: self-organizing and cross-functional.
- Responsibilities and accountabilities of each role.
- Effective collaboration and communication patterns between roles.
- The role of stakeholders and management in the Scrum process.
- Developing the key competencies for each Scrum role.

Unit Three: Mastering Scrum Events and Artifacts

- The Sprint: the heartbeat of Scrum.
- Sprint Planning: defining the Sprint Goal and Sprint Backlog.
- The Daily Scrum: a 15-minute event for inspection and adaptation.
- The Sprint Review: demonstrating the Increment and gathering feedback.
- The Sprint Retrospective: fostering continuous improvement.
- Managing the Product Backlog and Sprint Backlog effectively.
- Understanding the Definition of Done and the product Increment.

Unit Four: Agile Planning, Estimation, and Execution

- Techniques for creating and refining the Product Backlog.
- Writing effective user stories and acceptance criteria.
- Agile estimation techniques including Planning Poker and story points.
- Understanding and tracking team velocity.
- Using burndown and burnup charts to monitor progress.
- Managing risk and dependencies in an Agile environment.
- The role of the Sprint Goal in providing focus and coherence.

Unit Five: Advanced Scrum Master Skills and Scaling Agile

- The Scrum Master as a facilitator, coach, and mentor.
- Techniques for effective conflict resolution within the team.
- Coaching the Product Owner and the wider organization.
- Fostering a culture of technical excellence and continuous integration.
- Introduction to scaling frameworks (e.g., LeSS, SAFe).
- Addressing common challenges in Agile adoption and transformation.
- The path to continuous improvement and organizational agility.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond the prescribed roles and events, how does the underlying 'Agile mindset' truly differentiate a successful Scrum implementation from a purely mechanical one?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the pragmatic and human-centric aspects of Agile and Scrum, moving beyond rote memorization of the Scrum Guide. While many courses focus solely on the mechanics, we provide a deep, holistic understanding of the 'why' behind the practices. Our curriculum emphasizes the development of a true Agile mindset, which is the critical success factor in any Agile transformation. We dedicate significant time to the role of the Scrum Master as a servant-leader and coach, equipping participants with the soft skills needed to foster psychological safety, resolve conflicts, and guide high-performing teams. The training is built around experiential learning, using extensive simulations and real-world case studies that challenge participants to apply concepts in complex scenarios, rather than just discussing them theoretically. This hands-on approach ensures that participants leave not just with knowledge, but with the practical confidence to implement Scrum effectively, navigate organizational resistance, and drive a culture of continuous improvement. We focus on sustainable agility, not just a superficial adoption of ceremonies.