

# CATALOG

## United States Campuses



January 1, 2016 – December 24, 2016

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## OUR STORY

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Over the past two decades, the technology enabling the creation of online products has become cheaper and more effective, democratizing entrepreneurship while reshaping the job market. At the same time, design has come to play an increasingly important role in the creation of intuitive and differentiated user experiences. Business strategies and tactics have shifted to respond to an increasingly technological landscape.

Traditional educational institutions often do not offer the training necessary to enter this new workforce immediately, so the abundance of jobs in technology, design, and business can go unfilled. For students who do choose to pursue learning these skills on their own, the process can be a daunting, confusing, and lonely journey.

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## MISSION / OBJECTIVES

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Our vision is a global community of individuals empowered to pursue work they love. Our mission is to build that community by transforming millions of thinkers into creators by:

- » Delivering best in class, practical education in technology, business, and design;
- » Providing access to opportunities that build skills, confidence, and freedom in one's career;
- » Building a global network of entrepreneurs, practitioners, and participants invested in each others success.

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## GOVERNANCE

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General Assembly is governed by a Board of Directors.  
A list of owners and Board members is attached as Appendix A.

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## APPROVALS

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General Assembly is licensed by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision, the Massachusetts Office of Private Occupational School Education, the Texas Workforce Commission, California Bureau for Private Postsecondary Education, the District of Columbia Education Licensure Commission, the Georgia Nonpublic Postsecondary Education Commission, the Washington Workforce Training and Education Coordinating Board, and approved by the Division of Private Business and Vocational Schools for the Illinois Board of Higher Education. Additional disclosures required by the California Bureau for Private Postsecondary Education are attached as Appendix C. Additional disclosures required by the Washington Workforce Training and Education Coordinating Board are attached as Appendix D.

General Assembly is not accredited and does not participate in federal or state financial aid programs.

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## FACILITY AND EQUIPMENT

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All classes are taught at the campus locations identified in Appendix B.

General Assembly's facilities meet ADA accessibility standards. All Campuses are equipped with dedicated classrooms, student lounge space, private conference rooms for group work and 1:1 meetings with instructional staff, on-floor restrooms, daytime storage for student belongings, and a full kitchen for Immersive student use. GA does not currently provide equipment for student use or loan. A laptop with an up-to-date operating system and wireless Internet capability is required for all of our courses as further described in our Admissions Policy.

Equipment at each campus includes: Desks, chairs, tables, projectors, projector screens, iMac 24" monitors, Macbook Airs, video camera, TVs, audio equipment, whiteboards, HDMI cables, DVI <> HDMI adapters, and couches.

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## HOLIDAYS

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General Assembly is closed on the following federal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Instructors may choose to reschedule class on the following dates with advance notice to students: Martin Luther King Day, Presidents Day, Columbus Day, Veterans Day, Day after Thanksgiving, Day after Christmas Day. Opportunities to make up any material missed will be provided.

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## HOURS

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### CLASS HOURS

Monday – Friday	8:00 am – 10:00 pm
Saturday – Sunday	9:00 am – 5:00 pm

### ADMINISTRATION HOURS

Monday – Friday 9:00 am – 6:00 pm

## COURSES OFFERED

There are two categories of courses offered at GA: full-time immersive courses and part-time courses. GA's full-time immersive courses are designed to prepare students for a new career in their field of study. Part-time courses are designed to help students level up on a skillset and create an initial portfolio of work in their field of study. The part-time courses are not geared for career transitioning and may be designated as "avocational." In some states, avocational, or non-occupational, courses are not intended to provide instruction that will result in the student's acquisition of occupational skills for a particular job. General Assembly's courses are not designed to lead to positions in a profession requiring state licensure.

General Assembly offers the following courses. Course availability at each location may vary. The maximum class size is 30 students and the average student-teacher ratio is 8:1 for our on-campus courses. Online courses extend to 35. All on-campus courses are taught in a classroom.

HTML, CSS & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, and User Experience Design Circuit are taught online in an asynchronous format and all projects are submitted and evaluated electronically. HTML, CSS & Web Design Circuit and Data Analysis Circuit are taught over a period of ten weeks. User Experience Design Circuit is taught over a period of six weeks. Digital Marketing Circuit is taught over a period of five weeks. Students receive all lessons and materials on the first day of class. Certificates of Completion are issued within 7 days of the end of the course.

Courses Offered	Course Length	Type of Course	
		Part-time	Immersive
Android Development Immersive	420 hours / 12 weeks		✓
Back-End Web Development	60 hours / 10 weeks	✓	
Business Development and Sales	40 hours / 10 weeks	✓	
Business Fundamentals and Tactics	60 hours / 10 weeks	✓	
Data Analytics	60 hours / 10 weeks	✓	
Data Analysis Circuit (Online)	60 hours / 10 weeks	✓	
Data Science	60 hours / 10 weeks	✓	
Data Science Immersive	480 hours / 12 weeks		✓
Digital Marketing	60 hours / 10 weeks	✓	
Digital Marketing Circuit (Online)	30 hours / 5 weeks	✓	
Front-End Web Development	60 hours / 10 weeks	✓	
HTML, CSS & Web Design Circuit (Online)	100 hours / 10 weeks	✓	
iOS Development	72 hours / 12 weeks	✓	
JavaScript Development	60 hours / 10 weeks	✓	
Product Management	40 hours / 10 weeks	✓	
Product Management Immersive	400 hours / 10 weeks		✓
Tech Intensive (For Professionals)	35 hours / 1 week	✓	
User Experience Design	40 hours / 10 weeks	✓	
User Experience Design Circuit (Online)	48 hours / 6 weeks	✓	
User Experience Design Immersive	400 hours / 10 weeks		✓
Visual Design	32 hours / 8 weeks	✓	
Web Development Immersive	480 hours / 12 weeks		✓
Web Development Immersive Remote (Online)	455 hours / 13 weeks		✓

## ADMISSION POLICY AND PROCEDURE

### ENTRANCE REQUIREMENTS AND ENROLLMENT DATES

Admission into any General Assembly course, except for those offered in Georgia, requires that the student have a high school diploma or equivalent (General Education Diploma – GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education. Admission into any General Assembly course in Georgia requires that the student be 18 years or older. General Assembly does not admit ability-to-benefit students.

In addition, following are specific course requirements for admission:

Courses Offered	Admissions Requirements
Back-End Web Development	Exposure to HTML and CSS
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
JavaScript Development	Exposure to HTML and CSS
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, Javascript Experience Exposure to Ruby on Rails

### REQUIRED EQUIPMENT

All General Assembly students are required to have access to a laptop to bring to each class session. For most courses, Mac laptops are preferred but not required as instructors will be using Mac laptops and may not be able to provide as much support with certain technical issues to students using PCs.

For our Web Development Immersive and Web Development Immersive Remote and iOS Development courses, however, all students are required to use Mac laptops. Web Development Immersive Remote students are also required to have an external monitor, in addition to their laptop.

To run all of the programs necessary for these courses, we require WDI students to be able to run Mac OS X 10.8 Mountain Lion and iOS Development students to be able to run Mac OS X 10.10 Yosemite or later. Mac is built on a Unix kernel, which means that it shares many similarities with Linux. We will allow the use of Linux only if students have previous experience with it and they are able to provide their own IT support. We do not support the use of Windows laptops, as Windows does not run in a Unix environment.

There is no one “ideal” developer environment and many skilled developers have different opinions on whether Windows, Mac OS, or Linux are more efficient developer environments. However, because of the difference between these environments, it’s important for us to maintain a consistent level of support in the classroom. Our experience shows that when students use differing environments, the overall pace of the course is affected.

### ADMISSIONS PROCEDURE

Our admissions process comprises 5 steps and is designed to elicit the core traits we’ve seen help students succeed in and after the program:

#### Step 1

After you submit an application, we review it and...

#### Step 2

Move forward with select applicants to a phone interview. During the phone interview we are looking to

understand more about your background and you'll have the chance to ask us any questions you have. If the phone interview is successful we'll move you on to...

### Step 3

Pre-admit work (if applicable to your course choice), and...

### Step 4

Set a date to interview with alumni or instructors (if applicable to your course choice). During the interview we may ask you brain teasers, logic questions, discuss the pre-admit work you completed, or ask you to describe or demonstrate skills covered in pre-admit work assignments.

### Step 5

Once you have completed all requisite steps in the process, you will receive confirmation of your admission from your admissions representative. Each prospective student must provide documentation of prior education documentation as outlined in the Admission Policy for the course of interest and, as applicable, documentation of the following experience:

Courses Offered	Admissions Requirements
Back-End Web Development	Exposure to HTML and CSS
Data Science	Basic Statistics Experience
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
JavaScript Development	Exposure to HTML and CSS
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, Javascript Experience Exposure to Ruby on Rails Competency based on a diagnostic assessment issued during the admissions process

## PRE-WORK REQUIREMENT FOR THE FOLLOWING COURSES

- » Back End Web Development
- » User Experience Design Immersive
- » Web Development Immersive and Web Development Immersive Remote
- » Data Science Immersive

Our pre-work is up to 50 hours of work we give to students after they've been accepted and enroll in the program. It is designed to introduce you to many topics you'll touch upon again during the program. Completion of the pre-work is mandatory and ensures a baseline level of knowledge in each class. Mastery of each subject is not expected but we're hoping you will become excited by what you uncover and dig further.

If a student is unable to complete the work prior to the first day of the course and seeks to cancel enrollment, he or she should refer to the Cancellation Policy.

## ADMISSIONS DEADLINE

For all courses, the admissions deadline is 24 hours before the first meeting of the course. The only exception is in the case of re-enrollment. If an admitted student requests to enroll in a different session before class starts, approval may be granted pending availability.

## FOREIGN TRANSCRIPT EVALUATION

All foreign transcripts and degrees must be evaluated and translated to meet U.S. equivalency.

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## SPECIAL PROVISION FOR DUAL ENROLLMENT PROGRAM STUDENTS

Students who seek to earn college credit through General Assembly's Dual Enrollment Program must complete the General Assembly admissions process and also satisfy the admissions requirements of one of the colleges listed in Appendix E.

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## TRANSFER OF CREDIT

General Assembly courses are not credit-bearing. General Assembly does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at General Assembly are unlikely to count as transfer credit at another institution with the exception of Dual Enrollment Programs described in Appendix C.

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## COURSE DESCRIPTIONS AND OBJECTIVES

Each General Assembly course culminates in a final project, which will be evaluated. Information regarding the requirements for completion for all programs is provided under Academic Policies. All course time is comprised of lecture hours.

### ANDROID DEVELOPMENT IMMERSIVE

*Immersive (420 Hours / 12 Weeks)*

Android development is one of the most sought after and hard-to-find skills in the tech world today. As an operating system, Android has grown significantly over the last 5 years. Over 1 billion Android devices shipped in 2014 alone, and it is estimated that there are 76 million Android users in the US (compared to an estimated 63 million iOS users). Because of this, more and more companies have begun to understand the value of having in-house Android development teams, but they have struggled to find Android developers. In their most recent 2015 reports, both GitHub and RedMonk list Java (the foundational language of Android development) as the world's 2nd most popular programming language; General Assembly's own 2015 jobs report (created in conjunction with Burning Glass) lists Java as the highest demand language in the Mobile job market.

In this 12-week course, students become junior-level Android developers by getting hands-on experience with Java, XML, Android Studio + SDK, Material Design, SQL, HTTP, REST, APIs, and other professional development skills. Students will develop their own ideas into functional Android apps, creating a portfolio of work, and embarking on the career path of an Android developer.

#### Unit 1: Android Fundamentals

Dive into Android by creating a simple "to-do" list app, which will introduce you to core Android concepts including activities, views, intents, UI components, layouts, git, debugging, and prototyping.

#### Unit 2: Java, SQL, and Material Design

Master Java and object-oriented programming fundamentals. Build an app that works with databases using SQL. Create interaction and interfaces based on Material Design guidelines.

#### Unit 3: HTTP, REST, and Networking

Connect your apps to the internet by making REST calls and learning about threading and networking on Android. Implement Google Play services into your app.



**Unit 4: Capstone Project**

Tie everything together and work closely with your peers to design and implement your own Google Play Store-ready app. Apply project management and design methodologies to build the best possible app.

By the end of this course students will be able to:

- » Create several of their own Android apps, the last of which will be Google Play Store ready.
- » Program with Java and XML
- » Utilize Android Studio as an integrated development environment (IDE) to build their Android apps
- » Develop apps for multiple Android devices, including phones and tablets
- » Integrate Google Play services (e.g location, maps, analytics) into apps
- » Utilize Google's Material Design guidelines and best practices in order to create beautiful and functional apps
- » Utilize third-party APIs and libraries
- » Manage the performance of an app based on how it uses memory and battery resources
- » Apply best practices to make code more readable, more efficient, and easier to work with by refactoring
- » Test and iterate an app's concept and mechanics through various different prototyping methods: from paper to digital.
- » Work collaboratively with fellow developers in order to plan out an entire design sprint, from research, ideation, definition, and execution of an app idea.

**BACK-END WEB DEVELOPMENT**

*Part-time (60 Hours / 10 Weeks)*

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler than with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site and back-end data stores.

In this 10-week course, students will practice building Rails applications and develop their own ideas into functional web applications. This course will give aspiring entrepreneurs and career changers the confidence to speak Rails jargon, and the springboard to continue to learn about programming fundamentals.

The focus of this course is programming in Ruby and creating Rails web applications. However, other tools are necessary to execute these applications. Therefore, in addition to teaching Rails, this course also includes lessons on programming fundamentals, command line basics, Git, GitHub, and database schemas.

**Unit 1: Ruby**

Learn the fundamentals of programming in Ruby and object-oriented programming

**Unit 2: Ruby on Rails**

Learn the fundamentals of programming in Rails and using APIs » Communicate web application ideas to teammates and other stakeholders

By the end of this course students will be able to:

- » Design and implement functional web applications using Rails
- » Practice solving problems like a developer by writing object oriented programming code with Ruby
- » Integrate third party APIs / GEMs and write the logic required to customize solutions on the web
- » Use GitHub and Heroku to share your application on the web
- » Communicate web application ideas to teammates and other stakeholders

**BUSINESS DEVELOPMENT & SALES***Part-time (40 Hours / 10 Weeks)*

Sales is fundamental to the success of any business. While there are intangible sales skills that will always be important, the hard skills required of and exhibited by the top sales and business development professionals have changed significantly over the past decade.

Whether you run your own company or work for a startup, agency, or Fortune 500 corporation, sales and business development teams are leveraging the power of digital tools and data analysis to become more efficient and effective at acquiring leads, converting them into customers, and growing their business.

This course is designed to help students improve in their current roles, take a first step in transitioning to a sales or BD role, or grow their own business. Throughout the course, students apply best practices in prospecting and qualifying leads, pitching, negotiating, and closing deals.

**Unit 1: Top of the Funnel**

Learn the best digital channels and tactics to reach out to and engage with an audience of prospective leads, and how to use Customer Relationship Management (CRM) software to manage interactions with those prospects

**Unit 2: Bottom of the Funnel**

Effectively convert potential customers from prospects to paying users, manage relationships with existing customers in order to increase retention, and calculate conversion rates between each stage of the sales cycle in order to identify areas of strength and weakness

**Unit 3: Business Development**

Learn how to propose, negotiate and structure relationships with other organizations to create mutually beneficial partnerships

**Unit 4: Case Studies & Presentations**

Analyze case studies to apply different skills and methods based on the type of organization, and gain feedback from peers and instructors that will identify your strengths and areas for improvement.

By the end of the course, students will be able to develop all aspects of a sales strategy, including template emails, opening pitches, and target conversion rates for any company or product.

Their key skills will include the ability to:

- » Utilize best calling & emailing practices and methods
- » Utilize social media in order to generate interest in a given product or service
- » Identify traits in prospective leads that indicate likelihood of interest
- » Craft, practice, and execute an effective pitch in order to educate potential customers on a product or services' value proposition
- » Learn best practices of negotiation and apply them to several different sales scenarios
- » Manage relationships with existing customers in order to retain them and increase return purchases
- » Analyze data in order to identify conversion rates throughout the entire sales cycle
- » Utilize Customer Relationship Management (CRM) systems in order to organize and follow-up with leads
- » Practice various sales cycles according to types of businesses and products

## BUSINESS FUNDAMENTALS AND TACTICS

*Part-time (60 Hours / 10 Weeks)*

Success is rarely achieved by random guessing. With frameworks for assessing problems and crafting a plan, business analysts solve problems constructively, efficiently, and with better results. This course teaches students how to deploy a strategy from start to finish—defining problems, identifying opportunities, creating, communicating, and implementing strategy, and tracking the results in a quantifiable and structured way. This scientific approach to problem solving is a valuable tool in enhancing business function, from finding opportunities for new growth, to improving operational performance.

Tackle business problems with a strategic framework and develop a plan for action. In this 10-week program, students will practice developing, communicating, and implementing strategies for solving business problems and capturing key opportunities.

### Unit 1: Business Fundamentals and Problem Solving

Introduction & Business Model Design and Analytical Problem Solving

### Unit 2: From Strategy to Implementation

Operations and Supply Chain and Build vs. Buy vs. Partner

### Unit 3: Leadership and Management Skills

Facilitated Workshop II and final presentations

By the end of this course students will be able to:

- » Create, implement, and communicate actionable business strategies
- » Tackle business problems in a structured and repeatable way
- » Lead teams and individuals to create a measurable impact. Describe how the different pieces of a business (customer, financial and operational) work together and impact each other
- » Approach broad and ambiguous business problems in a logical way, without necessarily having all the information they require

## DATA ANALYTICS

*Part-time (60 Hours / 10 Weeks)*

Data is now an integral part of every business. To be successful in today's business landscape, all companies need to learn how to leverage data to make critical business decisions. It is a requirement for every employee to know how to analyze data. In this course, you will learn how to use large amounts of data to help your company make those critical decisions about strategy.

This course was created for digital marketers, sales manager, analysts and anyone else looking to learn the essentials of data analysis. You'll practice collecting, cleaning and analyzing data using Excel and SQL. Additionally, you'll be able to create data dashboards and various data visualizations to communicate insights. This course will culminate in a presentation of your data analysis and insights to your classmates and instructional team.

### Unit 1: Data Cleaning

Collect, clean and structure data from a variety of sources including relational databases and online sources

### Unit 2: Data Analysis

Perform visual, aggregation and statistical analysis on data

**Unit 3: Communicate to Decision Makers with Data**

Contextualize and communicate data driven methods via dashboards, visualizations and presentations

By the end of this course students will be able to:

- » Use large data sets to make critical business decisions by collecting, cleaning and analyzing data
- » Use industry standard tools, Excel and SQL, to perform a variety of analytics
- » Create dashboards and presentations to communicate data driven insights

**DATA ANALYSIS CIRCUIT**

*Part-time, Online (60 Hours / 10 Weeks)*

This beginner-level, 10-week, mentor-driven, online course teaches students how to collect, analyze, and communicate about data.

Beginning with a primer on effective data analysis workflows, this course covers critical data manipulation and visualization processes.

For anyone who collects, analyzes, or needs to present using data, Data Analysis Circuit will put you ahead of the curve and turn you into an expert data storyteller. Each unit serves as one lesson.

**Unit 1: Introduction to Data Analysis**

Students learn how to make decisions with data using visual storytelling to make a compelling case and solve data-related problems

**Unit 2: The Right Data**

In Unit 2 students will learn about the spectrum of data sources and formats, and how to utilize Experiment Design to make sure they are gathering the right type of data

**Unit 3: Relational Databases**

Students learn about structures of relational databases, the basic principles of SQL, and how to perform basic SQL queries

**Unit 4: Data Preparation**

In Unit 4, students learn how to clean data for analysis, what null values are, and how null values factor into data

**Unit 5: Statistical Methods**

Students learn the basics of descriptive statistics for use in data analysis

**Unit 6: Data Transformation**

Students learn how to combine and manipulate data structures and about the usefulness of functions in data

**Unit 7: Data Filtration**

Students learn how to structure and display subsets of data

**Unit 8: Design and Data**

Students learn about how to use basic design principles maximize the effectiveness of your data visualization

**Unit 9: Data and Narrative**

Students learn about the use of narrative to tell a compelling story with processed data

**Unit 10: Final Project**

Students apply the concepts of data extraction, analysis, and visualization to extract noisy information from a SQL database. Students will then prepare, clean, and analyze that data in Microsoft Excel to create data visualizations and a final report that addresses a problem.

By the end of this course students will be able to:

- » Formulate problems concerning data for analysis
- » Obtain and understand the data that's necessary to solve these problems
- » Prepare and manipulate data for the purposes of analysis
- » Analyze data through statistical and visual methods
- » Effectively communicate the outcome of your analysis through narrative
- » Connect visual representations of data analysis into a cohesive narrative

**DATA SCIENCE**

*Part-time (60 Hours / 10 Weeks)*

Ever wonder how the Netflix recommendation engine works or how Amazon.com determines what items “you may also like?” All of these things are driven by training a computer how to learn using the large amounts of data that exist in these systems.

The 10-week data science course is a practical introduction to the interdisciplinary field of data science and machine learning which is at the intersection of computer science, statistics, and business. You will learn to use Python to help you acquire, parse and model your data. A significant portion of the course will be a hands-on approach to the fundamental modeling techniques and machine learning algorithms that enable you to build robust predictive models of real-world data and test their validity. You will also gain practice communicating your results and insights about how to build systems that are more intelligent and take advantage of the data that you have.

**Unit 1: Research Design and Exploratory Data Analysis**

Introduction to Data Exploration and Machine Learning

**Unit 2: Foundations of Data Modeling**

Linear Regression, Evaluating Model Fit, Introduction to Classification

**Unit 3: Data Science in the Real World**

Decision Trees and Random Forests, Natural Language Processing, Dimensionality Reduction, Database Technologies

By the end of the course, students will be able to:

- » Perform exploratory data analysis with powerful programmatic tools, python and command line.
- » Build and refine machine learning models to predict patterns from data sets.
- » Learn the language of data scientist to contribute as part of a data scientist team.
- » Communicate data driven insights to a non-technical audience.

## DATA SCIENCE IMMERSIVE

*Immersive (480 Hours / 12 Weeks)*

With the current century dubbed as the “Information Age,” it’s no surprise that Data Science has quickly become one of the most sought after skills in the tech industry. From dating apps, e-commerce sites to public policy problems, people are using data to solve and innovate on the world’s business and social problems.

Data scientists and analysts sit at the intersection of statistics, technology, and business. Their job is to take large data sets and analyze them using different types of models and algorithms to gain insights and predict trends. The great thing about data is that it’s pertinent for every industry - from businesses, to nonprofits, to politics, data is what helps us make better decisions.

In this 12-week course, students will be able to apply statistics, programming, data analytics and modeling skills in different real world contexts to an entry-level job as a data scientist or data analyst.

### Unit 1: Data Wrangling

Collect, extract, query, clean, and aggregate data for analysis

### Unit 2: Analyzing Data with Python

Perform visual and statistical analysis on data using Python and its associated libraries and tools

### Unit 3: Data Modeling & Algorithms

Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms

### Unit 4: Data Visualization and Presentation

Use appropriate data visualization tools to communicate findings and learn to present clear and reproducible reports to stakeholders

By the end of the course, students will be able to:

- » Collect, extract, query, clean, and aggregate data for analysis
- » Perform visual and statistical analysis on data using Python and its associated libraries and tools
- » Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms
- » Use appropriate data visualization tools to communicate findings
- » Present clear and reproducible reports to stakeholders
- » Identify big data problems and understand how distributed systems and parallel computing technologies are solving these challenges
- » Apply question, modeling, and validation problem solving processes to datasets from various industries to gain insight into real-world problems and solutions.

## DIGITAL MARKETING

*Part-time (60 Hours / 10 Weeks)*

The marketing landscape has changed. The question is no longer about whether or not your company needs to market itself online, but how your company can create the most impact by leveraging a range of digital marketing tools, tactics and techniques.

Whether you work for – or aspire to work for – a startup, agency or large organization, this course will rapidly provide you with the practical skills to create and manage powerful online marketing campaigns. The course provides individuals with a solid foundation in marketing fundamentals – from segmenting a market to

developing customer insight – and combines it with hands-on training on developing engaging content, and paid and unpaid tactics for acquiring and retaining new users.

The course focuses on creating a balance between the qualitative aspects of developing a brand and the more quantitative aspects of marketing, such as market experimentation, statistics and analytics.

**Unit 1: Introduction to Digital Marketing**

Marketing and Business Strategy, Customer Experience

**Unit 2: Marketing Analytics**

Introduction to Marketing Analytics, metrics, and storytelling

**Unit 3: Site and Content**

Improving User Experience and growth hacking

**Unit 4: User Acquisition Marketing**

Post-Acquisition Strategies: Activation and Retention, Email and Social Media Marketing

By the end of this course students will be able to:

- » Target and grow the right audience for a brand
- » Optimize a multi-channel marketing campaign using web analytics
- » Create engaging and high-impact marketing content

**DIGITAL MARKETING CIRCUIT**

*Part-time, Online (30 Hours / 5 Weeks)*

Digital Marketing Circuit is a 5-week project-based, mentor-led, online course that teaches students how to plan, execute, measure, and optimize digital marketing campaigns across different channels.

Students will gain the knowledge and skills necessary to create a digital marketing strategy for your product or business, execute it across a number of channels, measure its performance and improve it over time.

Students learn how to acquire customers across web and mobile, using paid advertising, search engine optimization, content marketing and social media and understand how to convert and retain them using landing pages and email. They will be able apply analytics to measure and improve marketing campaigns. Each unit serves as one lesson.

**Unit 1: GA's Digital Marketing Framework and the "Funnel"**

General Assembly's method for planning a digital marketing campaign around clear objectives. Students will also explore how the digital marketing funnel has evolved.

**Unit 2: Customer Acquisition and Channels**

Focusing on the ways marketers use various channels to acquire new customers through paid and content marketing efforts.

**Unit 3: Conversion and Retention Marketing**

Students learn about lead generation techniques, how to optimize landing pages, and how email plays a key role in retention marketing efforts.

**Unit 4: Measurement and Metrics**

Unit 4 explores how digital marketers use data— where they find it and how they use it to measure a digital marketing campaign's success and to optimize campaigns.

**Unit 5: Conversion and Retention Marketing**



The final project is a culmination of the work done in each unit. Students will piece together the work done throughout the course in order to complete a digital marketing campaign brief that will prepare them for planning, running, executing, and measuring a real campaign.

By the end of this course students will be able to:

- » Understand how the traditional marketing funnel has changed
- » Compare and contrast the various stages of the conversion funnel
- » Explore which elements of the traditional marketing funnel are still relevant to marketers
- » Compare and contrast paid and content marketing
- » Breakdown different paid advertising opportunities on social media
- » Identify how keywords can affect search engine optimization (SEO)
- » Explore how on-site marketing works and the ways to optimize those efforts
- » Understand the importance of email marketing to retention marketing
- » Understand the difference between metrics and KPIs
- » Identify the KPIs that matter most when measuring a campaign

## FRONT-END WEB DEVELOPMENT

*Part-time (60 Hours / 10 Weeks)*

This 10-week course will introduce students to the basics of programming for the web using HTML, CSS, and JavaScript. This is a beginner course that teaches students how to build the visual and interactive components of a website. Students will learn how to create the structural foundation of a site (HTML), style it (CSS), and add logic to control the behavior (JavaScript) of their website through these simple languages that make up the web. Students will further gain an understanding of how the web works and be able to customize their sites using their own designs and ideas. You will finally be able to make that idea you've had a reality by putting it online for everyone to see.

### Unit 1: HTML & CSS Basics

An introduction to building static web pages using HTML/CSS

### Unit 2: Programming & JavaScript

And intro to programming basics with JavaScript

### Unit 3: Building In Concert

Building websites and programming interactive solutions using HTML, CSS & JS best practices.

By the end of this course students will be able to:

- » Explain how the web works
- » Create the structure and style of a website using HTML & CSS
- » Apply interactivity to a site using programming fundamentals in JavaScript
- » Host a website on a server
- » Communicate the basic technical vocabulary with front-end digital marketers



## HTML, CSS & WEB DESIGN CIRCUIT

*Part-time, Online (100 Hours / 10 Weeks)*

This beginner-level, 10-week mentor-driven online course teaches students to build marketing collateral, such as landing pages and email.

Students will learn how to design sites that are both functional and beautiful, and layout information in a meaningful way using HTML and CSS.

The format of the course is split teaching visual design principles, and basic front-end web development. Each unit serves as one lesson.

### Unit 1: Introduction to HTML and CSS

Learn the basics of HTML & CSS — the building blocks of the web — and create and host your first web page!

### Unit 2: Design Foundations

Learn foundational design principles and tools, the iterative design process, and how to create design mockups.

### Unit 3: Styling Pages with CSS

Dive deeper into CSS and create your first fully styled landing page.

### Unit 4: Typography & Color Theory

Apply typographic principles like legibility and readability to enhance your site.

### Unit 5: Page Structure & Layout

Design complex, modern sites and learn how to balance layout for content and navigation.

### Unit 6: Navigation & Multi-column Layout

Build multi-column layouts with modern navigation elements.

### Unit 7: Responsive Design & Mobile-first Principles

Design responsive sites and learn best practices for user experience on web versus mobile.

### Unit 8: Media Queries & Responsive Development

Students learn to build a modern responsive site that works on web and mobile.

### Unit 9: Final Project

Design and code a personal project of your choosing and present to your mentor for feedback and support.

### Unit 10: Advanced Study: Responsive HTML Emails

Design and code beautiful, styled, responsive emails.

By the end of this course students will be able to:

- » Explain how the web works
- » Learn how to critique and defend design decisions
- » Communicate the basic technical vocabulary with front-end digital marketers
- » Create the structure and style of a responsive website using HTML & CSS
- » Build a portfolio of marketing collateral students build for the mid-term and final projects

This course is not meant for individuals looking to master the front-end stack such as JavaScript and jQuery, nor is this course for those looking to build interactive and dynamic web applications using advanced programming languages. Our on campus course Front-End Web Development would be better suited for those needs.

## IOS DEVELOPMENT

*Part-time (72 Hours / 12 Weeks)*

Mobile applications have changed the way we do things, from hailing a taxi to ordering food. This 12-week course will introduce you to the basics of iOS app development using Apple's new programming language Swift. Designed for beginners who want to learn how to build an iOS app from scratch, you'll learn how to use gestures, interactions, persistent data, APIs, and other elements to create an interactive and innovative app. You'll also become familiar with the app development process and developer tools such as GitHub.

### **Unit 1: Setting Up The Developer Environment**

Download and install Git, Xcode, Sign Up For GitHub account, Command Line

### **Unit 2: Creating User Interfaces**

Xcode IDE, iOS app control flow, Swift syntax

### **Unit 3: Logic and Computational Thinking**

Computational Thinking, Pseudo Code, Conditional Logic, Swift Syntax, Data Structures

### **Unit 4: Object Oriented Programming (OOP) w/ Swift**

OOP Classes & Objects, OOP Inheritance, Architectural patterns – MVC, iOS Gestures

### **Unit 5: Persistent Data and File Storage**

File system structure, File input/output, Storing Data + SQLite, Networking + AFNetworking, API Libraries

### **Unit 6: Submitting Application To Apple's App Store**

Xcode tools crash/usage tracking, Application approval and distribution process, Apple App store best practices

By the end of this course, students should be able to

- » Build an “app store ready” application
- » Use Apple's integrated development environment, Xcode, to create new app projects and build interfaces
- » Program using Apple's new programming language Swift
- » Apply interactivity to an app with gestures such as tap, pinch and swipe
- » Know the basic technical vocabulary to communicate with iOS developers

## JAVASCRIPT DEVELOPMENT

*Part-Time (60 hours / 10 weeks)*

JavaScript has enjoyed tremendous growth over the past few years, both in its utility as a technology and value as a skill in the job market. JavaScript has long been the only programming language that can be run natively in a web browser. It is now also being used to program everything from servers to mobile devices to microcontrollers. In their most recent 2015 reports, GitHub and RedMonk list JavaScript as the world's most popular programming language and General Assembly's own 2015 jobs report created in conjunction with Burning Glass lists JavaScript as the web development skill with the highest demand in the job market. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

JavaScript Development is a 10-week, part-time course that will teach students a set of intermediate front-end development skills using JavaScript, jQuery, Git and GitHub and the command line. For the final project, students will build a modern, single-page web application that utilizes industry best practices.

### **Unit 1: Fundamentals of JavaScript**

Learn the fundamentals of JavaScript and object-oriented programming by working with JavaScript on the command line.

**Unit 2: The Browser and APIs**

Use JavaScript to interact with the browser, the DOM and APIs.

**Unit 3: Persisting Data and Advanced Topics**

Understand advanced programming topics and persist user data via a back-end service provider.

**Unit 4: Building and Deploying Your App**

Work on your final project and learn how to deploy your app to the web.

By the end of this course, students will learn:

- » To work with JavaScript, jQuery, the browser and the DOM
- » The fundamentals of JavaScript frameworks and libraries
- » The fundamentals of object-oriented programming to position students to more easily another object-oriented languages
- » How to consume data from APIs and persist data using a back-end-as-a-service provider like Parse or Firebase
- » How to build a modern, single-page application using common design patterns

**PRODUCT MANAGEMENT**

*Part-time (40 Hours / 10 Weeks)*

Being able to take an idea and turn it into a product that changes the way people perform a task on a day-to-day basis requires a certain discipline. Many things have to be taken into consideration: from business requirements, to user needs, and technical obstacles. That's where Product Managers come in. Product Managers are often described as the voice of the user, ensuring that every business decision or technical consideration maps back to solving a customer problem.

Product Managers understand the users, the market, and their organizations better than anyone; this allows them to create products and features that succeed in the real world.

In this 10-week course, students will learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics.

**Unit 1: Product Management Fundamentals**

Introduction to Product Management, Process, and Business Model Design

**Unit 2: Testing, Validating and Building Products**

Develop customer voice, wireframing, testing products

**Unit 3: Ongoing Product Management**

Financial modeling, Metrics and Measurement

**Unit 4: Working With Stakeholders**

Communicating with stakeholders and technology for Product Management

By the end of this course students will be able to:

- » Clearly describe the role of a product manager
- » Effectively determine key risks and assumptions of a given product in order to test it
- » Identify different business models in order to determine which one is more effective for a given product
- » Create wireframes, MVPs, and basic prototypes in order to test assumptions

- » Utilize usability tests and other user research tactics
- » Speak fluently with developers in regards to technology and technical constraints
- » Measure a product's success and track its lifecycle

## PRODUCT MANAGEMENT IMMERSIVE

*Immersive (400 Hours / 10 Weeks)*

Not all great ideas turn into great products, and oftentimes, the reason why is implementation. Product managers are trained in the process of identifying problems and opportunities, and exploring them in order to build the next great product.

Product managers stand at the cross-section between business, technology, and design. They're able to establish the vision for a product, communicate it out to a broader team, and push its development forward into reality. While most product managers may not have any direct reports, they must constantly influence the direction of their product through their use of data, process, and tact.

Product Management Immersive is designed to put students in that environment every day for 10 weeks. Much like our other immersive programs, the Product Management Immersive is made up of classes delivered by top practitioners, workshops and hackathons where students will work with developers and designers, and social events that immerse students in the PM community.

### Unit 1: Building a Minimal Viable Product

Work with peers in the classroom to identify a problem and solve it through a quick and iterative product development sprint by define the minimum viable product needed to test your product hypothesis and gather feedback.

### Unit 2: Discovery & UX Design

Work with peers in the classroom to create a brand new product for an existing brand in order to solve a specific business problem / need, by applying key user research methodologies and UX design principles.

### Unit 3: Technical Product Management

Work with peers in the classroom to analyze and optimize an existing feature for a real product, by analyzing data, documenting technical and functional requirements, and A/B testing.

### Unit 4: Working with in the Real World

Work with peers in the classroom to develop a unique solution for a real client through an iterative product development sprint by scoping the problem, defining project plans, and working with designers and developers.

### Unit 5: Working with Teams

Work with a cross-collaborative team of designers and developers in order to bring a product concept to life by applying the entire product development process, from user research, to ideation, modeling, feature prioritization, sprint planning, and execution.

By the end of this course students will be able to:

- » Conduct customer development, market research and competitive analysis to identify new product opportunities/features
- » Build a viable business and financial model appropriate for a feature/product
- » Identify the right MVP to validate your feature/product
- » Liaise with marketing, sales, engineering and design to deliver a compelling feature/product and create effective product information, features, benefits, and competitive positioning
- » Build a product roadmap, timelines and define product release cycles
- » Define functional specifications for products, including user stories and acceptance criteria

- » Create personas and design detailed page flows and layouts; conduct user testing to evaluate designs
- » Define and establish key performance metrics that determine success of product lines. Learn to operate as a product owner and project manager in an agile scrum team
- » Create business case, prioritize and maintain product backlog on ongoing basis
- » Apply technology concepts from web architecture and databases to their decision making and conversations with technology teams

## TECH INTENSIVE (FOR PROFESSIONALS)

*Part-time (35 Hours / 1 Week)*

Spend 5 days dipping your toes into the tech world and learn how to turn an idea into a product prototype. We will teach you the building blocks of product management, UX design, sales, finance, marketing, business development, and more. This iterative prototyping bootcamp will allow you to turn an idea into a reality.

Over the course of the 5-day program students will focus on developing their ideas and products/services into a viable business. Students will use the Customer Development method to bring their business idea to life. Students will conduct their search for a scalable, profitable business model and they will incorporate the Business Model Canvas as the organizing principle for startup hypotheses. Lastly students will find a Product-Market fit. Students will learn how to gain traction and grow customers all while utilizing metrics that are relevant to their business. This project will culminate in an investor pitch.

### Unit 1: Business Fundamentals

Learn to create, implement, and communicate actionable business strategies.

### Unit 2: Product Management

Tackle business problems with a strategic framework and develop a plan for action. Students will practice developing, communicating, and implementing strategies for solving business problems and capturing key opportunities.

### Unit 3: UX Design

Learn to change the look, language and feedback of a system across platforms.

### Unit 4: Digital Marketing and Sales

Learn to utilize digital tools to acquire more leads, track customer relationships, and analyze a sales process and develop and manage a sales strategy for a real-world product.

By the end of this course, students will be able:

- » To ideate prodigiously, and to utilize the Agile techniques/Lean Methodologies to do so.
- » To use their imagination to create something entirely new & innovative OR to reinvent an old idea into something new
- » To introduce students to the many research & design methodologies available to them
- » To think critically about their audience, content, form, and processes
- » To improve writing, documentation, and presentation skills
- » To facilitate collaboration
- » To understand the ins and outs of business fundamentals
- » To introduce students to the various ways to market a business or product
- » To determine channels and collateral needed to sell and build a product or business
- » To use their knowledge of the above to manage a team and product or business -
- » To understand the elements and delivery of a quality investor and business pitch

## USER EXPERIENCE DESIGN

*Part-time (48 Hours / 10 Weeks)*

What is user experience design? In simple terms, user experience design shapes how you feel while interacting with something. You can affect it by changing the look, language and feedback of a system across platforms.

Take the experience of getting a ride, for example. There is a huge difference between how it feels to try to hail a taxi in a crowded street versus having a black car waiting to drive you around. A user experience designer's goal is to emulate the feeling of the latter through their design and technology.

Building great user experiences requires listening and empathy. In this 10-week course students learn the tools and techniques to make your digital products delightful for users.

### **Unit 1: Principles and Process**

Intro to UX and UX Analysis

### **Unit 2: UX Toolkit**

Creating Wireframes and Prototypes

### **Unit 3: Best Practices for Design Patterns**

Designing Effective Forms, Designing Search and Results, Designing Navigation, Homepages, email, social media

By the end of this course students will be able to:

- » Apply user experience best practices as they think, analyze, and design to effectively solve problems.
- » Conduct effective user research and perform usability tests
- » Produce full UX documentation deliverables, including:
  - Personas
  - Competitive assessment documents
  - Feature Prioritization
  - Wireframes and, potentially, a clickable prototype
- » Define all possible interactions as a person moves through the structure, functionality and appearance of software interfaces.
- » Analyze and critique the designs of others

## USER EXPERIENCE DESIGN CIRCUIT

*Part-time, Online (48 Hours / 6 Weeks)*

This 6-week, mentor guided, online course is designed to introduce students to the concepts of User Experience Design and teach them how to apply these concepts to create products that will delight their users. Learn to create better experiences by understanding the problems and motivations of your users and to validate and improve product ideas through testing and feedback.

Take the experience of getting a ride, for example. There is a huge difference between how it feels to try to hail a taxi in a crowded street versus having a black car waiting to drive you around. A user experience designer's goal is to emulate the feeling of the latter through their design and technology.

During the course students will complete the entire iterative UX design process with guidance and mentorship from a UX expert who will answer their questions and provide feedback as they work towards creating and testing a clickable prototype.

**Unit 1: Principles and Process**

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  - Wireframes and, potentially, a clickable prototype
- » Define all possible interactions as a person moves through the structure, functionality and appearance of software interfaces.
- » Analyze and critique the designs of others

**USER EXPERIENCE DESIGN IMMERSIVE**

*Immersive (400 Hours / 10 Weeks)*

We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences has been designed, with a great deal of thought given to how we interact with objects, find information, or exchange ideas. At the same time, we're also surrounded by unique problems, struggles, and needless complexity; all of which can be solved by great design.

A User Experience Designer is able to think outside the realm of what's "possible" in order to create experiences that address the needs of customers in a way that brings them joy and delight. This requires a great deal of empathy, imagination, and skill.

User Experience Design Immersive is designed to have students living and breathing user experience design. Made up of classes delivered by top practitioners, workshops meant to build students' portfolios, and social events that immerse students into the UX community, UXDI was made for those seriously looking to enter the world of user experience.

This 10-week immersive course will prepare students to think like designers, and approach problems creatively in order to design the next generation of great apps, websites, and digital products.

**Unit 1: The Lean Design Process**

Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

**Unit 2: Wireframing & Information Architecture**

Apply the building blocks of user experience design to ecommerce websites through information architecture, wireframing, prototyping, and testing.



**Unit 3: Interaction & Interface Design**

Build a brand new product or feature for an existing brand by applying the entire design process of user research, building personas, ideation, sketching, interaction design, interface design, and prototyping.

**Unit 4: Mobile & Future of UX**

Optimize a well-known product into a mobile & companion wearable app by utilizing Apple's human interface guidelines, Google's Material Design, and other mobile design patterns.

**Unit 5: Working in the Real World**

Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem, while exercising professional design skills like feature prioritization, client management, and project planning.

By the end of this course students will be able to:

- » Identify the most effective methods of user research for any given project and how to implement it
- » Organize vast amounts of information, from articles in a magazine to items on an ecommerce site, in a way that makes sense to users
- » Design the behavior of digital products in order to support user goals
- » Communicate use of a digital tool through visual design to insure that users of that product can effectively interact with it
- » Articulate your thinking and process via words (written & verbal) and pictures (sketches, wireframes, decks)
- » Utilize business requirements and technical constraints/abilities in order to design products that can be launched successfully into the world
- » Work with a team of fellow designers, stakeholders, and programmers in order to create polished, functional, products and prototypes
- » Identify how to use specific design tools and visual design hacks
- » Translate wireframes and mockups into basic prototypes using front-end web development skills such as HTML, CSS, and JavaScript

**VISUAL DESIGN**

*Part-time (32 Hours / 8 Weeks)*

This 8-week course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products.  
and a mobile app.

**Unit 1: Design Discovery**

Break down a brief into a design objective, strategy statement, and defined constraints

**Unit 2: Composition**

Use design principles and grid theory to create effective web page compositions

**Unit 3: Color**

Make effective color choices for the web

**Unit 4: Typography**

Use typography best practices to select typefaces, pair fonts, and create hierarchy

**Unit 5: Art Direction & Images**

Select images that support and enhance both the content and usability of a design



**Unit 6: User Experience Design**

Plan and execute designs using a user-centered approach

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

- » Apply an understanding of typography, color theory, and layout to create a collection of designs
- » Use industry-standard tools such as Photoshop and Illustrator to design high-fidelity mockups
- » Think through challenging user problems, come up with creative solutions, and mock them up in production-ready detail
- » Know the technical vocabulary to communicate with UI and Visual Designers

**WEB DEVELOPMENT IMMERSIVE**

*Immersive (480 Hours / 12 Weeks)*

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site, and back-end data stores.

In this 12-week course, students become junior-level developers by building rails applications, developing their own ideas into functional web applications, creating a portfolio of their work, and embarking on the career path of a web developer. This course will give aspiring Ruby on Rails developers the confidence to build projects from start to finish at a professional level.

The focus of this course is learning to program in Ruby and creating Rails web applications. However, WDI as a whole focuses on teaching students how to be professional full-stack developers capable of building a scalable product with a team of developers. Therefore, in addition to teaching Rails, this course also includes lessons on computer science, JavaScript, command line basics, Git, GitHub, and database schemas.

**Unit 1: Web Development Fundamentals**

Master browser technologies like HTML, CSS, Canvas, and JS and learn to layout and design quality user interfaces. Understand the basics of how web apps work, and use this knowledge to begin to explore APIs and full-stack applications.

**Unit 2: JavaScript & APIs**

Build secure, well-documented APIs using a Node.js framework, and interact efficiently with a database. Keep developing skills in more complex JavaScript frameworks that let you add more interactivity to your app.

**Unit 3: Ruby on Rails and MVC Concepts**

Learn the fundamentals of Ruby on Rails and understand the MVC design patterns that underlie much of the web. Dive even deeper into JavaScript browser frameworks.

**Unit 4: Computer Science Fundamentals**

Tie everything together and take time to solidify the core concepts you've learned. Dive into computer science fundamentals and attend advanced sessions based on your interest

By the end of this course students will be able to:

- » Apply push and pull commands in Github
- » Describe and experiment with various relational database solutions (i.e. Postgres, MySQL, SQL)
- » Apply CSS to HTML sites to separate content from presentation/style
- » Build custom apps by integrating routing, controllers, views, and databases using Ruby on Rails
- » Describe how the integration of JavaScript and Rails works to make your application interactive
- » Write JavaScript that allows the browser to communicate with the server without reloading the current page, to do things like validate or save form input and refresh images
- » Build functionality based on tests by applying test driven development techniques (TDD/BDD) using RSpec
- » Describe what an API is and how to retrieve data from various third party APIs
- » Create more efficient and elegant solutions to problems by applying fundamental computer science concepts to applications
- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)

## WEB DEVELOPMENT IMMERSIVE REMOTE

*Immersive, Online (455 Hours / 13 Weeks)*

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site, and back-end data stores.

In this 13-week online course, students become junior-level developers by building rails applications, developing their own ideas into functional web applications, creating a portfolio of their work, and embarking on the career path of a web developer. This course will give aspiring Ruby on Rails developers the confidence to build projects from start to finish at a professional level.

The focus of this course is learning to program in Ruby and creating Rails web applications. However, WDI Remote as a whole focuses on teaching students how to be professional full-stack developers capable of building a scalable product with a team of developers. Therefore, in addition to teaching Rails, this course also includes lessons on computer science, JavaScript, command line basics, Git, GitHub, and database schemas.

### Unit 1: Web Development Fundamentals

Master browser technologies like HTML, CSS, Canvas, and JS and learn to layout and design quality user interfaces. Understand the basics of how web apps work, and use this knowledge to begin to explore APIs and full-stack applications.

### Unit 2: JavaScript & APIs

Build secure, well-documented APIs using a Node.js framework, and interact efficiently with a database. Keep developing skills in more complex JavaScript frameworks that let you add more interactivity to your app.

**Unit 3: Ruby on Rails and MVC Concepts**

Learn the fundamentals of Ruby on Rails and understand the MVC design patterns that underlie much of the web. Dive even deeper into JavaScript browser frameworks.

**Unit 4: Computer Science Fundamentals**

Tie everything together and take time to solidify the core concepts you've learned. Dive into computer science fundamentals and attend advanced sessions based on your interest

By the end of this course students will be able to:

- » Apply push and pull commands in Github
- » Describe and experiment with various relational database solutions (i.e. Postgres, MySQL, SQL)
- » Apply CSS to HTML sites to separate content from presentation/style
- » Build custom apps by integrating routing, controllers, views, and databases using Ruby on Rails
- » Describe how the integration of JavaScript and Rails works to make your application interactive
- » Write JavaScript that allows the browser to communicate with the server without reloading the current page, to do things like validate or save form input and refresh images
- » Build functionality based on tests by applying test driven development techniques (TDD/BDD) using RSpec
- » Describe what an API is and how to retrieve data from various third party APIs
- » Create more structured and maintainable code by applying JavaScript frameworks such as Backbone.js, Node.js, etc. to your applications
- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)
- » Make sure your application is secure by applying best practices to avoid site crashes and service attacks

## ACADEMIC POLICIES

### HOMEWORK

Students in some courses may be required to spend up to 20 hours outside of class per week working on homework/projects.

### HOURS

Course length is measured in clock hours. One hour of instructional time is defined as a sixty-minute period.

### STANDARDS OF PROGRESS

General Assembly measures student progress through frequent homework assignments and in-depth projects. Students are graded on a pass/fail basis. To receive a passing grade, students must:

1. Receive a passing grade on 80% of all homework assignments. Homework is graded on the basis of completion. To receive a passing grade on a homework assignment, students must complete 100% of the minimum tasks specified in that assignment.
2. Maintain consistent attendance as outlined in the Attendance section below. A passing grade in attendance will be given to students with no more than two or four absences, depending on the program.
3. Receive a passing grade on all course projects. Students are formally evaluated\* for progress towards completion at the following point:

Course Length	Evaluation Point
35 hours / 1 week	17.5 hours / .5 weeks
30 hours / 5 weeks	15 hours / 2.5 weeks
32 hours / 8 weeks	16 hours / 4 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 10 weeks	24 hours / 5 weeks
48 hours / 6 weeks	24 hours / 3 weeks
60 hours / 10 weeks	30 hours / 5 weeks
72 hours / 12 weeks	36 hours / 6 weeks
100 hours / 10 weeks	50 hours / 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 weeks
480 hours / 12 weeks	240 hours / 6 weeks
455 hours / 13 weeks	427.5 hours / 6.5 weeks

General Assembly does not have a cumulative final test or examination required for the completion of any of the courses. A statement will be furnished to students regarding satisfactory or unsatisfactory progress.

*\*Students are informally evaluated by instructors every two weeks. Students in HTML, CSS & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, and User Experience Design Circuit are evaluated on a per-lesson basis.*

## GRADING SYSTEM

Students are graded on an academic grading system:

Grade	Definition
4.0	Exceeds Expectations
3.0	Meets Expectations
2.0	Does Not Meet Expectations
1.0	Incomplete

## PROBATION

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, he or she is dismissed from the program.

## ATTENDANCE

With prior approval from General Assembly, students in full-time programs are permitted to miss up to 4 class meetings and students in part-time programs are permitted to miss up to 2 class meetings. A class meeting is defined as the instructional hours provided on one calendar day. Any student that has failed to attend 4 class meetings without advanced approval from General Assembly may be withdrawn. Please refer to the Withdrawal Policy, below. General Assembly may allow a greater number of excused absences in its discretion.

At each GA campus, attendance is taken at every class meeting.

In addition, at GA's Washington campus, attendance is taken by faculty fifteen minutes after class begins. Any WA student who arrives to class more than 15 minutes late will be marked tardy. Three late arrivals will constitute one absence.

## TRANSFER

Admission to a General Assembly program is non-transferable. Students who wish to change programs must elect to withdraw from their current program and then re-apply for, and enroll in, the course of their choosing. Should a student elect to withdraw and then re-apply for enrollment in another course more than one time, Regional Director approval is required for acceptance.

## MAKE-UP WORK

Students who miss coursework due to an absence approved prior to the absence are responsible for making up missed coursework by the last day of class to receive a passing grade.

Students are encouraged to attend weekly Office Hours and schedule timely 1:1 meetings with instructors to review missed content.

General Assembly classes are generally not taped, archived, or offered on alternative schedules for students who miss classes.

## COMPLETION

A Certificate of Completion is issued within 7 days of the end of the course to each student who has successfully fulfilled the General Assembly requirements of obtaining a “Pass” in a course.

## STUDENT RIGHTS

1. Students have the right to equal opportunity education and an educational experience free from discrimination or harassment based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation or other categories protected by law of the states in which we operate.
2. Students have the right to view their own academic records.
3. Students have the right to cancel or withdraw from their course, per General Assembly’s Cancellation, Withdrawal and Refund Policy.
4. Students have the right to file a grievance, per General Assembly’s Grievance Procedure.

## STUDENT CONDUCT AND DISMISSAL

General Assembly is a community of learners. Should a student be disruptive to the community, he or she may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats towards other students, instructors, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by instructors or staff; or other behavior identified as disruptive to the learning environment of other students by instructors or staff. Students may also be withdrawn for academic violations, per General Assembly’s withdrawal policy below.

Students are to treat all members of the staff and other students with respect and dignity. A student who is caught cheating; willfully destroying school property; attending school under the influence of illegal drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from re-enrollment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be re-admitted to General Assembly.

## EQUAL OPPORTUNITY

General Assembly is an equal opportunity organization and does not discriminate based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate. General Assembly strictly prohibits and does not tolerate sexual harassment or other unlawful harassment (including verbal, physical, or visual conduct) based on protected status. Individuals who believe they have been subject to or witnessed conduct that violates this policy should immediately notify the Regional Director. All complaints will be investigated and prompt corrective action will be taken, as appropriate. Interim measures may be taken, as appropriate, when a complaint is made. General Assembly prohibits retaliation against any individual who raises concerns under this policy or participates in an investigation. General Assembly will conduct its courses, services and activities consistent with applicable federal, state and local laws and regulations. Students who seek accommodations related to a disability should contact their Producer or Regional Director.

General Assembly provides reasonable accommodations to individuals who desire to participate in our educational programs.

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## STUDENT SERVICES

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### ACADEMIC ADVISING

Academic advising may be initiated by school personnel or the student when the need is identified.

### HOUSING

General Assembly does not provide student housing.

### LIBRARY

Each General Assembly campus has a library which contains relevant reading and course materials for the school's classes.

### EMPLOYMENT ASSISTANCE

The General Assembly Outcomes Team is dedicated to seeing full-time students take control of their career aspirations and goals, by helping to communicate their skills, make valuable connections, and identify ideal career opportunities. Outcomes Programming, designed to teach job search strategy, is interwoven into our immersive courses. Job search support is also available to all graduates of full-time programs who choose to opt-in to it by meeting the requirements outlined below.

In order to become a job seeker, a student must meet the following requirements, which are taught throughout the course:

- » Resume
- » Digital Presence (GA Profile and LinkedIn)
- » Professional project/portfolio
- » Shareable way of tracking the job search
- » Attendance & participation in all Outcomes Programming

Being a job seeker at General Assembly grants you access to skill building & programming that will greatly enhance your ability to take control of your job search. This includes:

- » Hiring events
- » Employer referrals
- » GA Profiles & Job Board
- » Career development events & exposure to industry professionals such as: mock interviews, portfolio reviews, studio tours & panels
- » 1:1 support & office hours

General Assembly cannot and does not guarantee employment or salary. Student completion and job placement information for certain campuses is provided at <https://generalassembly.ly/regulatory-information>, in accordance with state law requirements, if any.

## STUDENT RECORDS

Student transcripts and descriptions of courses offered are maintained permanently. All other school and student records will be maintained electronically for 50 years.

Students may view their own academic records. Students who seek to view their own records should contact School Director.

General Assembly will take reasonable steps to protect the privacy of personal information contained in student records.

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## GRIEVANCE PROCEDURE

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### INTERNAL GRIEVANCE PROCEDURE

When a concern occurs, the student is asked to discuss the concern directly with his/her faculty member or course Producer who will attempt to resolve the situation. If a resolution does not occur, the student, faculty member, or course Producer should provide a written description of the concern to the Regional Director who will investigate the complaint and provide a prompt written response. General Assembly attempts to resolve all complaints within 30 days. The Regional Director's decision is final.

### EXTERNAL GRIEVANCE PROCEDURES

#### California

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling 888.370.7589 toll-free or by completing a complaint form, which can be obtained on the bureau's Internet Web site [www.bppe.ca.gov](http://www.bppe.ca.gov).

#### District of Columbia

Any grievance affecting General Assembly's license issued by the D.C. Education Licensure Commission may be submitted to the Commission if not resolved by the school.

#### Georgia

Students may appeal final institutional decisions regarding complaints to the Georgia Nonpublic Postsecondary Education Commission, 2082 East Exchange Place, Suite 220, Tucker, GA 30084, (770) 414-3300, [www.gnpec.org](http://www.gnpec.org)

#### Massachusetts

Any student not satisfied with the outcome of their complaint may contact the Division of Professional Licensure's Occupational School Education, 1000 Washington Street, Suite 710, Boston, MA 02118-6100, (617) 727-5811, [Occupational.Schools@state.ma.us](mailto:Occupational.Schools@state.ma.us), [www.mass.gov/dpl/schools](http://www.mass.gov/dpl/schools).

#### Washington

Inquiries or complaints regarding General Assembly may be made to the Washington Workforce Training and Education Coordinating Board. Nothing in this process prevents a student from contacting the Washington State Workforce Training and Education Coordinating Board at any time. This school is licensed under Chapter 28C.10 RCW. Inquiries or complaints regarding this private vocational school may be made to the: Workforce Board, 128 - 10th Ave. SW, Box 43105, Olympia, Washington 98504, (360) 709-4600, [pvsa@wtb.wa.gov](mailto:pvsa@wtb.wa.gov), [wtb.wa.gov](http://wtb.wa.gov).

#### Illinois

Complaints against General Assembly may be registered with the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, Illinois 62701-1377 or at [www.ibhe.org](http://www.ibhe.org).



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## CANCELLATION, WITHDRAWAL AND REFUND POLICY

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General Assembly's cancellation, withdrawal, and refund policies may vary by state. Please review the following policies and the state specific policies that apply to your campus location. In the event there is any discrepancy between the general policy and the state-specific policy, the state-specific policy will govern.

### CANCELLATION

1. You have the right to cancel your course of instruction, without any penalty or obligation, through attendance at the first class session (or as defined below) or seven days after enrollment, whichever comes later.
2. Cancellation is effective when the student provides a written notice of cancellation at the address of attendance stated on his or her enrollment agreement. This can be done by email or by hand delivery.
3. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
4. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.
5. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less a registration or application fee specified below in the Tuition and Fees chart and course materials received by the student within 30 days after the notice of cancellation is received. Massachusetts, Georgia, and Washington students will be refunded the registration or application fee if cancellation occurs within five business days (excluding Sundays and holidays) after the enrollment agreement is signed or an initial payment is made and the student has not attended the first class session. Georgia students will be refunded course materials.

### WITHDRAWAL

You may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below.

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

- » The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when General Assembly receives notice, or the date the notice is mailed, whichever is sooner. The failure of a student to immediately notify the school in writing of the student's intent to withdraw may delay a refund of tuition to the student pursuant to state laws.
- » The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School.
- » The student has failed to attend class for 4 class meetings without prior approval.\*  
*\* Washington rules provide that when a student, without notice, fails to attend classes for thirty days, the date of the student's termination is the last date of recorded attendance.*

The official termination date of enrollment shall be the student's last day in class.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another General Assembly course following approval by the Regional Director.

## REFUND POLICY

All refunds will be paid within 30 days of withdrawal. Refunds will be less a registration or application fee (described in the below Tuition and Fees section) and any course materials that you have received.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if applicable, to the state or federal agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid programs from which the student received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to the student.

General Assembly does not participate in federal or state financial aid programs.

Refund policies vary by state as described below:

### » California Students

If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last day of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course.

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the course (total institutional charge, minus non-refundable fees, divided by the number of days in the course), multiplied by the number of days scheduled to attend, prior to withdrawal.

### » DC Students

If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last week of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course.

The proration will be determined by the ratio of the number of weeks of instruction completed by the student to the total number of weeks of instruction offered by the program. Any portion of a week's attendance by a student will be considered a full week's attendance. The proration will be rounded to the nearest 10%.

### » Massachusetts Students

If you withdraw prior to the fourth quarter of a course, you will receive a pro rata refund. Tuition liability is divided by quarters in the course and determined according to the following schedule:

## STUDENT TUITION LIABILITY

Quarter of Instruction	Refund Amount
During the cancellation period (attendance at the first class session or the seventh calendar day after enrollment, whichever is later)	100% of tuition
During Quarter 1, and after the cancellation period	75% of tuition
During Quarter 2	50% of tuition
During Quarter 3	25% of tuition
During Quarter 4	No refund granted

For the purposes of determining the date of withdrawal, the date shall be the earliest of:

- the date on which the student gives written notice to General Assembly **or**
- the date on which the student is deemed to have withdrawn.

**REFUND POLICY**

M.G.L. Chapter 255, Section 13K provides the following:

1. You may terminate this agreement at any time.
2. If you terminate this agreement within five days you will receive a refund of all monies paid, provided that you have not commenced the program.
3. If you subsequently terminate this agreement prior to the commencement of the program, you will receive a refund of all monies paid, less the actual reasonable administrative costs described in paragraph 7.
4. If you terminate this agreement during the first quarter of the program, you will receive a refund of at least seventy-five per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
5. If you terminate this agreement during the second quarter of the program, you will receive a refund of at least fifty per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
6. If you terminate this agreement during the third quarter of the program, you will receive a refund of at least twenty-five per cent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
7. If you terminate this agreement after the initial five day period, you will be responsible for actual reasonable administrative costs incurred by the school to enroll you and to process your application, which administrative costs shall not exceed fifty dollars or five per cent of the contract price, whichever is less. A list of such administrative costs is attached hereto and made a part of this agreement.
8. If you wish to terminate this agreement, you must inform the school in writing of your termination, which will become effective on the day such writing is mailed.
9. The school is not obligated to provide any refund if you terminate this agreement during the fourth quarter of the program.

» **Georgia Students**

If you withdraw, you will receive a pro rata refund if you have completed 50 percent or less of your course through the last day of attendance. Tuition liability is determined according to the following schedule:

**STUDENT TUITION LIABILITY**

Amount of Training	Refund Amount
Within 3 business days after signing the enrollment agreement	100% of tuition
Less than 5% (and more than 3 business days after signing the enrollment agreement)	95% of tuition
More than 5% through 10%	90% of tuition
More than 10% through 25%	75% of tuition
More than 25% through 50%	50% of tuition
More than 50%	No refund granted

The amount of the refund shall be calculated based on the last day of student attendance.

» **Washington Students***Offline Courses*

1. The school must refund all money paid if the applicant is not accepted. This includes instances where a starting class is canceled by the school.
2. The school must refund all money paid if the applicant cancels within five business days (excluding Sundays and holidays) after the day the contract is signed or an initial payment is made, as long as the applicant has not begun training.
3. The school may retain an established registration fee equal to ten percent of the total tuition cost, or one hundred dollars, whichever is less, if the applicant cancels after the fifth business day after signing the contract or making an initial payment. A “registration fee” is any fee charged by a school to process student applications and establish a student record system.
4. If training is terminated after the student enters classes, the school may retain the registration fee established under (3) of this subsection, plus a percentage of the total tuition as described in the following table:

**STUDENT TUITION LIABILITY**

Amount of Training	Refund Amount
Prior to or during the 1st week, or less than 10% (whichever is less)	100% of tuition
One week or 10% (whichever is less)	90% of tuition
More than one week, or between 10% through less than 25% (whichever is less)	75% of tuition
25% through 50%	50% of tuition
More than 50%	No refund granted

5. When calculating refunds, the official date of a student's termination is the last day of recorded attendance:
  - When the school receives notice of the student's intention to discontinue the training program; or,
  - When the student is terminated for a violation of a published school policy which provides for termination; or,
  - When a student, without notice, fails to attend classes for thirty calendar days.
6. All refunds must be paid within thirty calendar days of the student's official termination date.

#### *Online Courses*

1. A student may request cancellation in any manner.
2. The following is a minimum refund policy for distance education courses without mandatory resident training:
  - An applicant may cancel up to five business days after signing the enrollment agreement. In the event of a dispute over timely notice, the burden to prove service rests on the applicant.
  - If a student cancels after the fifth calendar day but before the school receives the first completed lesson, the school may keep only a registration fee of either fifty dollars or an amount equal to fifteen percent of the tuition (in no case is the school entitled to keep a registration fee greater than one hundred fifty dollars).
  - After the school receives the student's first completed lesson and until the student completes half the total number of lessons in the program, the school is entitled to keep the registration fee and a percentage of the total tuition as described in the following table:

#### **STUDENT TUITION LIABILITY**

Amount of Training	Refund Amount
0% through 10%	90% of tuition
11% through 25%	75% of tuition
26% through 50%	50% of tuition
More than 50%	No refund granted

#### » **Illinois Students**

If you withdraw, you will receive a pro rata refund of tuition if you have completed four weeks or less of your course through the last day of attendance. Tuition liability is determined according to the following schedule:

#### **STUDENT TUITION LIABILITY**

Amount of Training	Refund Amount
Through the cancellation period (including first class session)	100% of tuition
More than first class session through the second week	75% of tuition
More than two weeks through the fourth week	50% of tuition
More than four weeks	No refund granted

The amount of the refund shall be calculated based on the last day of student attendance. Registration fees and materials are not refundable.

## TUITION AND FEES

Unless otherwise agreed to in a private lending agreement and as approved by General Assembly, the following payment options are available to students. For each plan, the last payment date is always prior to the end of the course. Students who select Option 2 or 3 will be required to sign up for recurring payments using General Assembly's Recurring Payment Authorization Form.

Payment Option	Deposit	Payment Schedule	Fees
OPTION 1 <sup>*</sup> Full payment collected before program start date	<b>Part-time students</b> pay a deposit of \$250 within 24 hours of enrollment. <b>Full-time students</b> pay a deposit of \$500 within 24 hours of enrollment	Students pay balance of charges at least 7 days prior to the course start date or upon enrollment, whichever is later.	Student will incur a \$25 fee for declined transactions.
OPTION 2 1/4 Payment Option	All students pay a deposit of 1/4 of the total tuition with 24 hours of enrollment.	1/4 due 7 days after course start date 1/4 due 30 days after course start date 1/4 due 60 days after course start date	If student holds an outstanding balance after the course end date, a one-time \$75 late fee will be applied and a 1.5% interest charge on the total due will be applied each month thereafter.  Student will incur a \$25 fee for declined transactions.
OPTION 3 <sup>†</sup> 1/3 Payment Option	<b>Part-time students</b> pay a deposit of \$250 within 24 hours of enrollment. <b>Full-time students</b> pay a deposit of \$500 within 24 hours of enrollment	1/3 due 7 days <b>before</b> course start date 1/3 due 30 days after course start date 1/3 due 60 days after course start date	If student holds an outstanding balance after the course end date, a one-time \$75 late fee will be applied and a 1.5% interest charge on the total due will be applied each month thereafter.  Student will incur a \$25 fee for declined transactions.
OPTION 4 <sup>‡</sup> Installment option for Circuits and for programs less than 10 weeks in length	All students pay a \$250 deposit within 24 hours of enrollment	1/2 due 7 days after course start date 1/2 due 30 days after course start date	If student holds an outstanding balance after the course end date, a one-time \$75 late fee will be applied and a 1.5% interest charge on the total due will be applied each month thereafter.  Student will incur a \$25 fee for declined transactions.

\* Option 1 is not available to students based in Singapore.

\* † Options 1 & 3 are not available to students based in Washington D.C.

‡ Option 4 is not available for programs less than 4 weeks. Students enrolled in such programs must use Option 1.

## CALIFORNIA STUDENTS

Course	Registration / Application Fee Non-Refundable	Student Tuition Recovery Fund* (STRF) Non-Refundable	Course Materials Non-Refundable Upon Receipt	Tuition	Total Cost **
Android Development Immersive	\$100.00	\$0	\$0	\$13,400.00	\$13,500.00
Back-End Web Development	\$100.00	\$0	\$0	\$3,400.00	\$3,500.00
Business Development and Sales	\$100.00	\$0	\$0	\$3,150.00	\$3,250.00
Business Fundamentals and Tactics	\$100.00	\$0	\$0	\$3,800.00	\$3,900.00
Data Analytics	\$100.00	\$0	\$0	\$3,400.00	\$3,500.00
Data Analysis Circuit (Online)	\$0	\$0	\$0	\$1,250.00	\$1,250.00
Data Science	\$100.00	\$0	\$0	\$3,900.00	\$4,000.00
Data Science Immersive	\$100.00	\$0	\$0	\$14,400.00	\$14,500.00
Digital Marketing	\$100.00	\$0	\$0	\$3,400.00	\$3,500.00
Data Marketing Circuit (Online)	\$0	\$0	\$0	\$750.00	\$750.00
Front-End Web Development	\$100.00	\$0	\$0	\$3,400.00	\$3,500.00
HTML, CSS & Web Design Circuit (Online)	\$0	\$0	\$0	\$1,250.00	\$1,250.00
iOS Development	\$100.00	\$0	\$0	\$4,500.00	\$4,600.00
JavaScript Development	\$100.00	\$0	\$0	\$3,900.00	\$4,000.00
Product Management	\$100.00	\$0	\$0	\$3,150.00	\$3,250.00
Product Management Immersive	\$100.00	\$0	\$0	\$10,400.00	\$10,500.00
Tech Intensive (for Professionals)	\$100.00	\$0	\$0	\$1,900.00	\$2,000.00
User Experience Design	\$100.00	\$0	\$0	\$3,900.00	\$4,000.00
User Experience Design Circuit (Online)	\$0	\$0	\$0	\$850.00	\$850.00
User Experience Design Immersive	\$100.00	\$0	\$50.00	\$11,350.00	\$11,500.00
Visual Design	\$100.00	\$0	\$0	\$2,700.00	\$2,800.00
Web Development Immersive	\$100.00	\$0	\$100.00	\$13,300.00	\$13,500.00
Web Development Immersive Remote (Online)	\$100.00	\$0	\$0.00	\$13,400.00	\$13,500.00

\* STRF: \$0.00 for every \$1,000 of tuition rounded to the nearest \$1,000.

\*\* Charges for the period of attendance and the entire course.

Please see Appendix C for information regarding the Student Tuition Recovery Fund.

**DC, GEORGIA, WASHINGTON, AND ILLINOIS STUDENTS**

Course	Registration / Application Fee Non-Refundable ***	Course Material Non-refundable Upon Receipt**	Tuition	Total Cost*
Android Development Immersive	\$100.00	\$0	\$13,400.00	\$13,500.00
Back-End Web Development	\$100.00	\$0	\$3,400.00	\$3,500.00
Business Development & Sales	\$100.00	\$0	\$3,150.00	\$3,250.00
Business Fundamentals and Tactics	\$100.00	\$0	\$3,800.00	\$3,900.00
Data Analysis Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
Data Analytics	\$100.00	\$0	\$3,400.00	\$3,500.00
Digital Marketing	\$100.00	\$0	\$3,400.00	\$3,500.00
Digital Marketing Circuit (Online)	\$0	\$0	\$750.00	\$750.00
Data Science	\$100.00	\$0	\$3,900.00	\$4,000.00
Data Science Immersive	\$100.00	\$0	\$14,400.00	\$14,500.00
Front-End Web Development	\$100.00	\$0	\$3,400.00	\$3,500.00
HTML, CSS & Web Design Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
iOS Development	\$100.00	\$0	\$4,500.00	\$4,600.00
JavaScript Development	\$100.00	\$0	\$3,900.00	\$4,000.00
Product Management	\$100.00	\$0	\$3,150.00	\$3,250.00
Product Management Immersive	\$100.00	\$0	\$10,400.00	\$10,500.00
Tech Intensive (for Professionals)	\$100.00	\$0	\$1,900.00	\$2,000.00
User Experience Design	\$100.00	\$0	\$3,900.00	\$4,000.00
User Experience Design Circuit (Online)	\$0	\$0	\$850.00	\$850.00
User Experience Design Immersive	\$100.00	\$50.00	\$11,350.00	\$11,500.00
Visual Design	\$100.00	\$0	\$2,700.00	\$2,800.00
Web Development Immersive	\$100.00	\$100.00	\$13,300.00	\$13,500.00
Web Development Immersive Remote (Online)	\$100.00	\$0	\$13,400.00	\$13,500.00

\* Charges for the period of attendance and the entire course.

\*\* Except in Georgia, if cancellation occurs before the student completes 50 percent of the course.

\*\*\*Registration Fee may be refundable under the terms of Washington State's refund policy. Please see page 31-32.

+ Tuition for iOS Development in Georgia is \$3,650.00. The total cost is \$3,750.00



**MASSACHUSETTS STUDENTS**

Course	Registration / Application Fee Non-Refundable**	Course Materials Non-Refundable Upon Receipt	Tuition	Total Cost*
Android Development Immersive	\$50.00	\$0	\$13,450.00	\$13,500.00
Back-End Web Development	\$50.00	\$0	\$3,450.00	\$3,500.00
Business Development & Sales	\$50.00	\$0	\$3,200.00	\$3,250.00
Business Fundamentals and Tactics	\$50.00	\$0	\$3,850.00	\$3,900.00
Data Analysis Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
Data Analytics	\$50.00	\$0	\$3,450.00	\$3,500.00
Digital Marketing	\$50.00	\$0	\$3,450.00	\$3,500.00
Digital Marketing Circuit (Online)	\$0	\$0	\$750.00	\$750.00
Data Science	\$50.00	\$0	\$3,950.00	\$4,000.00
Data Science Immersive	\$50.00	\$0	\$14,450.00	\$14,500.00
Front-End Web Development	\$50.00	\$0	\$3,450.00	\$3,500.00
HTML, CSS & Web Design Circuit (Online)	\$0	\$0	\$1,250.00	\$1,250.00
iOS Development	\$50.00	\$0	\$4,550.00	\$4,600.00
JavaScript Development	\$50.00	\$0	\$3,950.00	\$4,000.00
Product Management	\$50.00	\$0	\$3,200.00	\$3,250.00
Product Management Immersive	\$50.00	\$0	\$10,450.00	\$10,500.00
Tech Intensive (for Professionals)	\$50.00	\$0	\$1,950.00	\$2,000.00
User Experience Design	\$50.00	\$0	\$3,950.00	\$4,000.00
User Experience Design Circuit (Online)	\$0	\$0	\$850.00	\$850.00
User Experience Design Immersive	\$50.00	\$50.00	\$11,400.00	\$11,500.00
Visual Design	\$50.00	\$0	\$2,750.00	\$2,800.00
Web Development Immersive	\$50.00	\$100.00	\$13,350.00	\$13,500.00
Web Development Immersive Remote (Online)	\$50.00	\$0	\$13,450.00	\$13,500.00

\* Charges for the period of attendance and the entire course.

\*\* The registration fee is refundable if the cancellation is effective within five days after enrollment and the student has not attended the first class session.

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## FINANCIAL ASSISTANCE

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General Assembly does not participate in federal or state financial aid programs and we do not provide institutional financing. We do provide information on a range of financing options through independent, private funding sources, which you can read more about at: <https://generalassemb.ly/apply/financing-your-education>

### LOANS

If a student receives a loan to pay for the educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. General Assembly does not offer institutional loans to its students. If the student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

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## CONSUMER INFORMATION

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As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. Students will be provided with a PDF version of the catalog before receiving an enrollment agreement. The catalog will also be made available on General Assembly's website at <https://generalassemb.ly/regulatory-information>.

General Assembly has never filed a bankruptcy petition that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.), operated as a debtor in possession or had a petition of bankruptcy filed against it under Federal law.

**General Assembly does not participate in federal or state financial aid programs.**

**General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and students are not eligible for federal financial aid programs.**

Information about General Assembly is published in this catalog that contains a description of policies, procedures, and other information about the school. The catalog will be reviewed and updated at a minimum annually. General Assembly reserves the right to change any provision of the catalog at any time. These changes will not adversely affect currently enrolled students and will be vetted by the state regulatory agencies, as applicable. Notice of changes will be communicated in a revised catalog, an addendum or supplement to the catalog, or other written format with an effective date. Students are expected to read and be familiar with the information contained in the catalog, in any revisions, supplements and addenda to the catalog, and with all school policies. By enrolling General Assembly, the Student agrees to abide by the terms stated in the catalog and all school policies.

Additional consumer information, including student data disclosures required by state law in California and Illinois, can be found on General Assembly's website at <https://generalassemb.ly/regulatory-information>, as available.

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## APPENDIX A

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### BOARD OF DIRECTORS

Adam Pritzker

Richard Barth

Todd Chaffee

Jason Stoffer

Jacob Schwartz

David Bradley

Steven Newhouse

### OWNERSHIP

The following entities own 10% or more of General Assembly:  
El Farolito, LLC, Maveron Equity Partners IV, L.P., and Institutional Venture Partners.

No other persons or business entities have a 10% or more ownership interest in the school.

### REGIONAL DIRECTORS

John Madigan, San Francisco

Joe Jensen, Los Angeles

Shanaz Chowdhery, Washington, D.C.

Sarah Tilton, New York

Sarah Hanley, Seattle

Peter Franconi, Atlanta

Julia Bennett, Boston

John Donahue, Chicago

Danielle Barnes, Austin

### MANAGEMENT

Jake Schwartz, Chief Executive Officer

Scott Kirkpatrick, President & Chief Operating Officer

John Rucker, Chief Financial Officer

Anna Lindow, School Director, General Manager, Campus Education + Operations

Liz Simon, VP of Legal & External Affairs

### SFACULTY

See Appendix C (California).

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## APPENDIX B

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### LOCATIONS

#### *New York*

902 Broadway, 4th Floor  
New York, NY 10010  
hello@generalassemb.ly  
1-877-348-5665

#### *DC*

1133 15th Street, NW, 8th Floor  
Washington, DC 20005  
dc@generalassemb.ly  
1-877-348-5665

#### *Massachusetts*

51 – 61 Melcher Street  
Boston, MA 02127  
boston@generalassemb.ly  
1-877-348-5665

#### *Texas*

600 Congress Avenue  
Austin, TX 78701  
austin@generalassemb.ly  
1-877-348-5665

#### *Washington*

1218 Third Avenue Suite 300  
Seattle 98101  
seattle@generalassemb.ly  
1-877-348-5665

#### *Georgia*

675 Ponce De Leon NE  
Atlanta, GA 30308  
atlanta@generalassemb.ly  
1-877-348-5665

#### *Illinois*

444 N. Wabash, 5th Floor,  
Chicago, IL 60611  
chicago@generalassemb.ly  
1-877-348-5665

#### *California*

225 Bush Street, 5th Floor  
San Francisco, CA 94104  
sf@generalassemb.ly  
1-877-348-5665

1933 S Broadway  
Los Angeles, CA 90007  
la@generalassemb.ly  
1-877-348-5665

1520 2nd St.  
Santa Monica, CA 90401  
la@generalassemb.ly  
1-877-348-5665

1617 Broadway, 2nd Floor  
Santa Monica, CA 90404  
la@generalassemb.ly  
1-877-348-5665

## APPENDIX C: SPECIFIC DISCLOSURES REQUIRED BY THE CALIFORNIA BUREAU FOR PRIVATE POSTSECONDARY EDUCATION

### FACULTY

General Assembly employs both full-time and part-time faculty. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website.

The following faculty will be teaching courses in January 2016. Additional faculty will be hired throughout the year.

Instructor	Course	Degree	Institution	# of years experience
<b>San Francisco</b>				
Nathan Allen	FEWD	Bachelor of Arts, English Literature	Kenyon College	3 years' experience in Web Development
Richard Anderson	UXDI	Master of Science, Computer Science	University of Illinois at Urbana-Champaign	20 years' experience in User Experience Design
Alexis Baum	UXDI	Bachelor of Arts, Logic	Smith College	5 years' experience in User Experience Design
Rohan Dhaimade	FEWD	Bachelor of Arts, Computer Science	University of California, Berkeley	4 years' experience in Web Development
Jesse Dhillon	FEWD	Bachelor of Arts, Computer Science	University of California, Berkeley	7 years' experience in Web Development
Jennifer Dumpert	UXD	Bachelor of Arts, Humanities	York University	10 years' experience in User Experience Design
George Favvas	PDM	Bachelor of Arts, Communications	Vanier College	16 years' experience in Product Management
Alessandro Gagliardi	DAT	Bachelor of Arts, Computer Science	University of California, Santa Cruz	16 years' experience in Data Science
Rick Johnson	PDM	Bachelor of Science, Business Administration	Auburn University	14 years' experience in Product Management
Shirleen Lavalais	VIS	Bachelor of Business Administration, Advertising and Graphic Communications	Baruch College	3 years' experience in Visual Design
Arthur Law	UXD	Bachelor of Applied Science, Systems Design Engineering	University of Waterloo	12 years' experience in User Experience Design
Emily Lazo	UXDI	Bachelor of Arts, Women's and Gender Studies	University of Texas at Austin	3 years' experience in User Experience Design
Billie Mae	UXDI	Bachelor of Arts, International Relations	Stanford University	14 years' experience in User Experience Design
Danielle Malik	UXDI	Bachelor of Arts, Industrial Design	Academy of Art University	14 years' experience in User Experience Design
Beverly May	UXD	Bachelor of Arts, English	University of Toronto	10 years' experience in User Experience Design
Mandy Messer	UXDI	Bachelor of Arts, Mathematics	Michigan State University	9 years' experience in User Experience Design
Francesco Mosconi	DAT	Masters of Science, Physics	University of Padua	10 years' experience in Data Science
Drew Moxon	PDM	Bachelor of Arts, Game and Interactive Media Design	University of Southern California	6 years' experience in Product Management
Clay Newton	UXD	Bachelor of Arts, Studio Art	University of California, Davis	11 years' experience in User Experience Design

Kyle Nichols-Schmolze	FEWD	Bachelor of Science, Computer Science	Tufts University	4 years' experience in Web Development
James Nickerson	DGM	Bachelor of Arts, International Marketing	The American University	8 years' experience in Digital Marketing
David Paschich	PDM	Bachelor of Arts, Computer Science	University of California, Berkeley	15 years' experience in Product Management
Kisha Richardson	BEWD	Bachelor of Science, Economics and Statistics	Columbia University	3 years' experience in Web Development
Julian Scharman	DGM	Bachelor of Science, College of Media	University of Illinois at Urbana-Champaign	8 years' experience in Digital Marketing
Vivek Sundaram	PDM	Master of Science, Computer Science	University of Illinois at Urbana-Champaign	11 years' experience in Product Management
Leonid Zhukov	DAT	Master of Science, Theoretical Physics	National Research Nuclear University	16 years' experience in Data Science
Dennis Hackethal	WDI	Bachelor of Science, Computer Science and Finance	Frankfurt School of Finance and Management	2 years' experience in Web Development
Delmer Reed	WDI	Bachelor of Science, Mathematics	University of California, Los Angeles	3 years' experience in Web Development
Alex Notov	WDI	Bachelor of Science in Computer Science	Polytechnic University	10 years' experience in Web Development
Elie Schoppik	WDI	Bachelor of Science, Finance and Commerce	University of Melbourne	3 years' experience in Web Development
Brett Levenson	WDI	Bachelor of Arts, Business and Marketing	University of Wisconsin, Madison	14 years' experience in Web Development
Cho Kim	WDI	Bachelor of Arts, International Development	University of Pennsylvania	3 years' experience in Web Development
Michael De Sa	WDI	Bachelor of Arts, Mathematics	University of California, Berkeley	3 years' experience in Web Development
Tim Licata	WDI	Bachelor of Science, Computer Science	University of Notre Dame	3 years' experience in Web Development
Ilias Tsangaris	WDI	Degree in Finance and Marketing	McGill University	3 years' experience in Web Development
<b>Santa Monica</b>				
Jill DaSilva	UXDI	Bachelor of Arts, Sociology	Kentucky Wesleyan College	15 years experience in user experience design
Julian Scaff	UXDI	Bachelor of Arts, Media Studies	Pitzer College	15 years experience in user experience design
Grant Roy	WDI	Bachelor of Science, Applied Math	California State University, Fullerton	3 years experience in web development
Lorin Thwait	WDI	Bachelor of Science, Electrical Engineering	University of Arizona	10 years experience in web development
Zach Johnson	WDI	Bachelor of Arts, Economics	University of Utah	3 years experience in web development
Skot Carruth	UXD	Bachelor of Arts, Communications and Media Studies	UCLA	10 years experience in user experience design
Ethan Tabor	FEWD	Bachelor of Arts, Motion Pictures / Film	Academy of Art University	14 years experience in web development
Kameron Zach	FEWD	Bachelor of Arts, Video Production	Webster University	5 years experience in web development
Dustin Bachrach	IOS	Bachelor of Science, Computer Science	Rice University	6 years experience in web development

Santa Monica - Satellite				
Daniel Wilhelm	WDI	Bachelor of Science, Computer Engineering	Purdue University	3 years experience in web development
Micah Rich	WDI	Bachelor of Arts, Digital Media and Graphic Design	Otis College of Art and Design	3 years experience in web development
Stanley Yang	WDI	Bachelor of Arts, Business Administration	UC Riverside	3 years experience in web development
Jimmy Garzon	WDI	Bachelor of Science, Electrical Engineering	University of Illinois at Urbana-Champaign	3 years experience in web development
Downtown LA				
Aaron Davis	WDI	Bachelor of Arts, Graphic Design	Minneapolis College of Art and Design	4 years' experience in Web Development
Greg Buckner	WDI	Bachelor of Business Administration, Finance, Investment, Banking	University of Wisconsin-Madison	3 years experience in web development
Stephanie Boultinghouse	DGM	Bachelor of Arts, Marketing	Baker College	15 years experience in Digital Marketing
Uzair Hussain	PM	Bachelor of Arts, Biological Sciences	University of Illinois at Chicago	3 years experience in Product Management

## INTERNATIONAL STUDENTS AND ENGLISH LANGUAGE SERVICES

General Assembly does not offer visa services to prospective students from other countries or English language services. General Assembly does not offer English as a Second Language instruction. All instruction occurs in English. English language proficiency is documented by:

1. the admissions interview; and
2. receipt of prior education documentation as stated in the admission policy; and
3. receipt of Test of English as a Foreign Language (TOEFL) examination score of an 80 or better for the Internet-based test and 550 or better for the paper-based test.

## NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at the General Assembly is at the complete discretion of the institution to which you may seek to transfer. Acceptance of the certificate you earn in the course is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make

certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending General Assembly to determine if your certificate will transfer.

## ARTICULATION AGREEMENTS

General Assembly has not entered into a transfer or articulation agreements with any other college or university.

## LEAVE OF ABSENCE POLICY

General Assembly does not grant leaves of absence.

## HOUSING

General Assembly does not assume responsibility for student housing, does not have dormitory facilities under its control, and does not offer student housing assistance. According to rentals.com, in San Francisco, CA and Santa Monica, CA rental properties start at approximately \$1,500.00 per month.

## STUDENT TUITION RECOVERY FUND

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in an educational program who are California residents, or are enrolled in a residency program attending certain schools regulated by the Bureau for Private Postsecondary Education.

You may be eligible for recovery from the STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.

5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

## CONSUMER INFORMATION

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the school may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, [www.bppe.ca.gov](http://www.bppe.ca.gov), toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.



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## APPENDIX D

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This school is licensed under Chapter 28C.10 RCW; Inquiries or complaints regarding this or any other private vocational school may be made to the Workforce Training and Education Coordinating Board at:

Workforce Training and Education Coordinating Board  
128 Tenth Avenue S.W.  
P.O. Box 43105  
Olympia, Washington 98504–3105  
360-753-5662

Web: [wtb.wa.gov](http://wtb.wa.gov).

E-mail address: [pvsa@wtb.wa.gov](mailto:pvsa@wtb.wa.gov).

## APPENDIX E

### DUAL ENROLLMENT PROGRAMS

General Assembly collaborates with Lynn University and The New School (“TNS”) (referred to each as “University”), which have agreed to enroll students concurrently with General Assembly and, at the University’s discretion, award credit upon successful completion of certain General Assembly courses, as indicated below. The policies listed below are in addition to the policies stated in the Catalog. Should there be a conflict between the policies stated in the Catalog and this Appendix, the policies in this Appendix will govern.

### CAMPUS LOCATIONS

General Assembly will offer dual enrollment for Lynn University students at its New York City, San Francisco, London and/or Sydney campuses. For academic year 2015-2016, General Assembly will offer dual enrollment for TNS students at its New York City and San Francisco campuses.”

### COURSES

General Assembly offers the following courses to dual enrolled students at Lynn University as non-degree-seeking undergraduate students:

### INTERNSHIP CONNECTOR

*Full-time (390 Hours)*

*Tuition: \$5,000.00*

Spend the summer getting real world experience and credit through our 10-week internship program. In this 10-week program, you will spend 2 weeks in an intensive academic track, followed by an 8-week internship with a local company where you’ll be able to immediately apply your new skills in an internship.

Tracks Include:

1. Digital Marketing
2. Data Analytics

Please see the “Course Descriptions and Objectives” section for the relevant curricula and course goals for these tracks.

### Cultural Immersion:

Historical visits to key landmarks, excursions to appreciate the city’s tradition and history, attend sporting events, concerts, the theater, museums, and more.

### Industry Immersion:

Our programs strive to immerse students in the world of startups and digital product teams. Students will attend field trips at top companies like Google and Facebook as well as small startups, listen to panels from industry experts, and attend industry networking events and more.

### Internship:

Spend 8-weeks (320 hours) working on a digital product team in the startup or technology industry. Students will apply the skills acquired in either the Digital Marketing or Data Analytics track directly. Internships are personalized to match student goals by conducting pre-placement meetings and customized employer outreach. While students are in the internship we’ll support them with industry-specific resume review, interview coaching and other professional services. By the end of this program, students will be able to:

- » Work on a digital product team and utilize the corresponding equipment used outside of the classroom.
- » Become familiar with the startup and technology industries, career options, and potential job functions, and become aware of contemporary issues that may have an impact on professional activities.
- » Gain an understanding of how to obtain professional employment.
- » Understand teamwork principles including: recognize team members’ strengths and weaknesses; use effective communication skills as evidenced by mutual respect and brainstorming skills; share responsibility; demonstrate reliability in individual responsibilities; support/facilitate other team members’ development; understand the importance of being a team player.
- » Understand the startup and technology industries in a global context (across cultures and societies) AND in a societal context (within a society).
- » Develop a sense of professional community with others.

## TECH SEMESTER

*Full-time (392 Hours)*

*Tuition: \$14,500.00*

In this course, students learn the tools and techniques to design useful, functional, and pleasurable products. With an equal focus on theoretical frameworks and practical applications, students will progress through a final project of their choosing and receive feedback along the way. The project is designed to serve as an eventual portfolio piece, and will be worked through incrementally throughout the course.

Our unique programs immerse students in both the culture and industry of their city while giving them a comparative understanding of this city's industry and cultural differences.

### Cultural Immersion:

Historical visits to key landmarks, excursions to appreciate the city's tradition and history, attend sporting events, concerts, the theater, museums, and more.

### Industry Immersion:

Our programs strive to immerse students in the world of startups and digital product teams. Students will attend field trips at top companies like Google and Facebook as well as small startups, listen to panels from industry experts, and attend industry networking events and more.

#### Unit 1: User Experience Design

Learn the tools and techniques to design useful, functional, and pleasurable products. With an equal focus on theoretical frameworks and practical applications, students will progress through a final project of their choosing and receive feedback along the way. The project is designed to serve as an eventual portfolio piece, and will be worked through incrementally throughout the course.

#### Unit 2: Product Management

Learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics. Product Managers are often described as the voice of the user, ensuring that every business decision or technical consideration maps back to solving a customer problem. Product Managers understand the users, the market, and their organizations better than anyone; this allows them to create products and

features that succeed in the real world.

#### Unit 3: Digital Marketing

Learn the practical skills to create and manage powerful online marketing campaigns. The course provides individuals with a solid foundation in marketing fundamentals, from segmenting a market to developing customer insight, and combines it with hands-on training in developing engaging content, and paid and unpaid tactics for acquiring and retaining new users.

#### Unit 4: Front-End Web Development

Learn the basics of programming for the web using HTML, CSS, and JavaScript. This unit teaches students how to build the visual and interactive components of a website. Students learn how to create the structural foundation of a site (HTML), style it (CSS), and add logic to control the behavior (JavaScript) of their website. Students gain an understanding of how the web works and customize their sites using their own designs and ideas.

#### Unit 5: Internship

Spend 6-weeks (192 hours) working on a digital product team in the startup or technology industry. Students will apply the skills acquired in GA's UXD, PDM, DGM and FEWD courses directly. Internships are personalized to match student goals by conducting pre-placement meetings and customized employer outreach. While students are in the internship we'll support them with industry-specific resume review, interview coaching and other professional services.

By the end of this program, students will be able to:

- » Work on a digital product team and utilize the corresponding equipment used outside of the classroom.
- » Become familiar with the startup and technology industries, career options, and potential job functions, and become aware of contemporary issues that may have an impact on professional activities.
- » Gain an understanding of how to obtain professional employment.
- » Understand teamwork principles including: recognize team members' strengths and weaknesses; use effective communication skills as evidenced by mutual respect and brainstorming skills; share responsibility; demonstrate reliability in individual responsibilities; support/facilitate

other team members' development; understand the importance of being a team player.

- » Understand the startup and technology industries in a global context (across cultures and societies) AND in a societal context (within a society).
- » Develop a sense of professional community with others.

## TECH INTENSIVE

*Part-time (40 Hours)*

*Tuition: \$2,000.00*

Spend 7-days dipping your toes into the tech world and learn how to turn an idea into a product prototype. We will teach you the building blocks of product management, UX design, sales, finance, marketing, business development, and more. This iterative prototyping bootcamp will allow you to turn an idea into a reality.

Over the course of the 7-day program students will focus on developing their ideas and products/services into a viable business. Students will use the Customer Development method to bring their business idea to life. Students will conduct their search for a scalable, profitable business model and they will incorporate the Business Model Canvas as the organizing principle for startup hypotheses. Lastly students will find a Product-Market fit. Students will learn how to gain traction and grow customers all while utilizing metrics that are relevant to their business. This project will culminate in an investor pitch.

### Unit 1: Business Fundamentals

Learn to create, implement, and communicate actionable business strategies

### Unit 2: Product Management

Tackle business problems with a strategic framework and develop a plan for action. Students will practice developing, communicating, and implementing strategies for solving business problems and capturing key opportunities.

### Unit 3: UX Design

Learn to change the look, language and feedback of a system across platforms.

### Unit 4: Digital Marketing and Sales

Learn to utilize digital tools to acquire more leads, track customer relationships, and analyze a sales process and develop and manage a sales strategy for a real-world product.

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

- » To ideate prodigiously, and to utilize the Agile techniques/Lean Methodologies to do so.
- » To use their imagination to create something entirely new & innovative OR to reinvent an old idea into something new
- » To introduce students to the many research & design methodologies available to them
- » To think critically about their audience, content, form, and processes
- » To improve writing, documentation, and presentation skills
- » To facilitate collaboration
- » To understand the ins and outs of business fundamentals
- » To introduce students to the various ways to market a business or product
- » To determine channels and collateral needed to sell and build a product or business
- » To use their knowledge of the above to manage a team and product or business -
- » To understand the elements and delivery of a quality investor and business pitch

General Assembly offers the following courses to dual enrolled students at TNS as non-degree-seeking undergraduate students:

## TECH SEMESTER

*Full-time (392 Hours)*

*Tuition: \$14,500.00*

In this course, students learn the tools and techniques to design useful, functional, and pleasurable products. With an equal focus on theoretical frameworks and practical applications, students will progress through a final project of their choosing and receive feedback along the way. The project is designed to serve as an eventual portfolio piece, and will be worked through incrementally throughout the course.

Our unique programs immerse students in both the culture and industry of their city while giving them a comparative understanding of this city's industry and cultural differences.

**Cultural Immersion:**

Historical visits to key landmarks, excursions to appreciate the city's tradition and history, attend sporting events, concerts, the theater, museums, and more.

**Industry Immersion:**

Our programs strive to immerse students in the world of startups and digital product teams. Students will attend field trips at top companies like Google and Facebook as well as small startups, listen to panels from industry experts, and attend industry networking events and more.

**Unit 1: User Experience Design**

Learn the tools and techniques to design useful, functional, and pleasurable products. With an equal focus on theoretical frameworks and practical applications, students will progress through a final project of their choosing and receive feedback along the way. The project is designed to serve as an eventual portfolio piece, and will be worked through incrementally throughout the course.

**Unit 2: Product Management**

Learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics. Product Managers are often described as the voice of the user; ensuring that every business decision or technical consideration maps back to solving a customer problem. Product Managers understand the users, the market, and their organizations better than anyone; this allows them to create products and features that succeed in the real world.

**Unit 3: Digital Marketing**

Learn the practical skills to create and manage powerful online marketing campaigns. The course provides individuals with a solid foundation in marketing fundamentals, from segmenting a market to developing customer insight, and combines it with hands-on training in developing engaging content, and paid and unpaid tactics for acquiring and retaining new users.

**Unit 4: Front-End Web Development**

Learn the basics of programming for the web using HTML, CSS, and JavaScript. This unit teaches students how to build the visual and interactive components of a website. Students learn how to create the structural foundation of a site (HTML),

style it (CSS), and add logic to control the behavior (JavaScript) of their website. Students gain an understanding of how the web works and customize their sites using their own designs and ideas.

**Unit 5: Internship**

Spend 6-weeks (192 hours) working on a digital product team in the startup or technology industry. Students will apply the skills acquired in GA's UXD, PDM, DGM and FEWD courses directly. Internships are personalized to match student goals by conducting pre-placement meetings and customized employer outreach. While students are in the internship we'll support them with industry-specific resume review, interview coaching and other professional services.

By the end of this program, students will be able to:

- » Work on a digital product team and utilize the corresponding equipment used outside of the classroom.
- » Become familiar with the startup and technology industries, career options, and potential job functions, and become aware of contemporary issues that may have an impact on professional activities.
- » Gain an understanding of how to obtain professional employment.
- » Understand teamwork principles including: recognize team members' strengths and weaknesses; use effective communication skills as evidenced by mutual respect and brainstorming skills; share responsibility; demonstrate reliability in individual responsibilities; support/facilitate other team members' development; understand the importance of being a team player.
- » Understand the startup and technology industries in a global context (across cultures and societies) AND in a societal context (within a society).
- » Develop a sense of professional community with others.

**CONTACT**

Students who are dual enrolled or interested in dual enrollment should contact Mercedes Bent (mercedes@ga.co) at General Assembly, Gregg Cox (gcox@lynn.edu) at Lynn University, and Victoria Brown (victoria.brown@newschool.edu) at TNS.



## POLICIES

### *Admissions*

Students must satisfy General Assembly's admissions policy and procedure and separately satisfy any admissions and/or enrollment requirements of the University.

### *Academic Policies*

Students must comply with General Assembly's academic policies and may also be subject to academic policies of the University. Please contact the University for more information.

### *Certificate of Completion / Academic Credit*

Upon successful completion of the course, General Assembly will provide students with a Certificate of Completion. The University will review the coursework of dual enrolled students and determine whether the University will grant undergraduate academic credit. Students who are enrolled as full-time degree-seeking students at third-party universities may receive academic credit solely at the discretion of the third-party university.

### *Student Conduct, Discipline and Dismissal*

Dual enrolled students may be subject to misconduct, discipline, and/or dismissal policies and procedures of both General Assembly and the University.

### *Student Records*

By participating in the dual enrollment program, students agree to the sharing of education records, as needed, between General Assembly and the University.

### *Housing*

General Assembly will assist dual enrolled students with short-term housing during the course. However, General Assembly does not guarantee housing or provide financial support of housing.

### *Financial Aid*

General Assembly does not participate in the federal financial aid programs or administer federal financial aid. Federal financial aid may be available to eligible students through the University.

### *Tuition*

Students enrolled in the course are responsible for paying tuition to General Assembly.

If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last day of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course. For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the course (total institutional charge, minus non-refundable fees, divided by the number of days in the course), multiplied by the number of days scheduled to attend, prior to withdrawal.