General Assembly's Catalog

Texas Campus

2025
March 24, 2025 – December 31, 2025

The Information contained in this catalog is true and correct to the best of my knowledge

Maurice Franklyn

Maurice Franklyn, Senior Campus Manager

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Our Story

General Assembly (GA) is a leader in education and career transformation, specializing in today's most in-demand skills: data analytics, data science, information technology, software engineering, and user experience design. A leading source for training, staffing, and career transitions, we foster a flourishing community of professionals pursuing careers they love. What began as a co-working space in 2011 has since grown into a global learning experience over 97,000 global alumni worldwide. We offer full- and part-time programs, online.

Mission and Objectives

Our mission is to foster a global community of individuals empowered to pursue the work they love. Our vision is to bridge the gap between job seekers and companies needing talent with relevant skills. We do so by:

- Delivering best-in-class, practical education in technology, business, data, and design.
- Providing access to opportunities that build skills, confidence, and freedom in one's career.
- Growing a worldwide network of entrepreneurs, practitioners, and participants who are invested in one another's success.

Governance

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

Approvals

General Assembly is Approved and Regulated by the Texas Workforce Commission, Career Schools and Colleges, Austin, Texas. Additional disclosures required by the Texas Workforce Commission are attached as Appendix B. General Assembly is not accredited and does not participate in federal or state financial aid programs.

School Address

General Assembly Headquarters: 915 Broadway, 3rd Floor, New York, NY 10010

Facilities and Equipment

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 one-on-one meetings with instructional staff and on-floor restrooms.

Equipment at each campus includes desks, chairs, tables, projectors, projector screens, iMac 24-inch monitors, video camera, TVs, audio equipment, whiteboards, HDMI cables, DVI <> HDMI adapters, and couches.

In partnership with Baylor University, students taking the hybrid Information Technology Basics Short Course Online and Python Programming Short Course Online will have their residential live sessions at the Central Texas Cyber Range building located at 100 Research Parkway, Suite 1280, Waco, TX 76704, and benefit from their facilities and equipment.

Course Start/End Dates and Holiday Schedule

General Assembly runs classes continually through the calendar year. Start and end dates for offered classes can be found on the school website by selecting the course of interest under the What we Teach menu at the top.

A class calendar with holiday closures will be made available to students during the enrollment process. General Assembly is closed to observe the following holidays and is subject to change:

2025 Holidays (Bootcamps & Short Courses)	
Date	**Holiday**
01/01/2025	New Year's Day
01/20/2025	Martin Luther King Jr. Day
02/17/2025	President's Day
05/26/2025	Memorial Day
06/19/2025	Juneteenth
07/04/2025	Independence Day
09/01/2025	Labor Day
11/11/2025	Veteran's Day
11/27/2025	Thanksgiving
11/28/2025	Thanksgiving
12/25/2025	December Holiday
01/01/2026	New Year's Day

Hours & Class Schedule

Class Hours

Monday–Friday, 8 a.m. – 10 p.m.
Saturday–Sunday, 9 a.m. – 5 p.m.

Administration Hours

Monday–Friday, 9 a.m. – 6 p.m.

Class Schedule

Bootcamp course hours run from 9 a.m. to 5:30 p.m. with an hour break for lunch. Short courses run 1–2 days a week, and course hours run 2–6 hours a day. For all courses, a 10-minute break is provided for every three hours of course instruction. One hour of instructional time is defined as a 60-minute period.

Courses Offered

There are two categories of courses offered at GA: Bootcamps and Short Courses. GA's Bootcamp courses are designed to prepare students for a new career in their field of study. Short courses are designed to help students level up in a skill set and create an initial portfolio of work in their field of study. Short courses are not geared for career transitioning and may be designated as "avocational." While all courses lead to a Certificate of Completion, 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. Please check our website at generalassemb.ly for program availability, as they can change throughout the year. We provide a student/instructor ratio to sufficiently support the number of students enrolled and maintain quality of instruction.

Courses Offered	Course Length (Instructional Hours)	Course Format	
Bootcamp Courses		Part-time	Full-time
Data Analytics Bootcamp Online	420 hours / 12 weeks, 32 weeks	X	X
Data Science Bootcamp Online	480 hours / 12 weeks, 32 weeks		X
Information Technology Bootcamp Online	240 hours / 12 weeks	X	
Software Engineering Bootcamp Online	480 hours / 12 weeks, 32 weeks	X	X
User Experience Design Bootcamp Online	480 hours / 12 weeks, 32 weeks	X	X
Short Courses		Hybrid	Online
AI-First Product Management	32 hours / 1 or 8 weeks		X
AI Workplace Fundamentals	32 hours / 1 or 8 weeks		X
Applied AI and Deep Learning in Action	32 hours / 1 or 8 weeks		X
Data Analytics Short Course Online	40 hours / 1 or 10 weeks		X
Data Science Short Course Online	60 hours / 10 weeks		X
Digital Marketing Short Course Online	40 hours / 1 or 10 weeks		X
Front-End Web Development Short Course Online	60 hours / 10 weeks		X
Information Technology Basics Short Course Online*	120 hours / 12 weeks	X	X
Java Short Course Online	40 hours / 1 or 10 weeks		X
JavaScript Development Short Course Online	60 hours / 10 weeks		X
Project Management Skills with AI	32 hours / 1 or 8 weeks		X

Python Programming Short Course	40 hours / 10 weeks	X	
Python Programming Short Course Online	40 hours / 1 or 10 weeks		X
React Development Short Course Online	40 hours / 1 or 10 weeks		X
User Experience Design Short Course Online	40 hours / 1 or 10 weeks		X
Visual Design Short Course Online	32 hours / 1 or 8 weeks		X

* Information Technology Basics Short Course Online is designed to prepare students for a new career in their field of study and will follow many of the same policies that apply to other bootcamps.

Admissions Policy and Procedure

Entrance Requirements and Enrollment Dates

Admission into any General Assembly course 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. General Assembly does not admit ability-to-benefit students.

Prospective students in the following bootcamps will be required to take a course-specific admissions assessment as part of the admissions process:

- Data Analytics Bootcamp Online
- Data Science Bootcamp Online
- Software Engineering Bootcamp Online
- User Experience Design Bootcamp Online

Enrollment Period and Admission Deadline

Courses are offered on a rolling basis, and enrollment is open. For all courses, the admissions deadline is 24 hours prior to the first class. The only exception is in the case of reenrollment. If an admitted student requests to enroll in a different session before the course begins, approval may be granted pending availability.

Foreign Transcript Evaluation

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

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 also does not vouch for student status or any associated charges. General Assembly does not offer English as a Second Language instruction. All instruction occurs in English. English language proficiency is documented by the admissions interview, receipt of prior education documentation, as stated in the Admissions Policy and receipt of Test of English as a Foreign Language (TOEFL) examination score of an 80 or higher for the Internet-based test and 550 or higher for the paper-based test.

Recommended Experience

The following table outlines the level and/or type of experience recommended for maximizing success in many of GA's courses. While this experience is not required, Admissions will discuss the student background and learning goals during the admissions process to help determine if the course is a good fit.

Course	Course-Specific Admissions Requirements
Applied AI and Deep Learning in Action	Programming experience in Python
Data Science Short Course Online	Basic statistics experience and familiarity with programming fundamentals and Python programming language.
Data Science Bootcamp Online	Basic computer literacy, basic statistics experience, familiarity with programming fundamentals and python programming,
Java Short Course Online	Intermediate-level course; Recommended 1-2 years of object-oriented programming experience (e.g. Java, Ruby, Python, JavaScript) and familiarity with loops, conditional logic, control flow, data structures, functions, and variables.
JavaScript Development Short Course Online	Exposure to HTML, CSS, and JavaScript.
React Development Short Course Online	Familiarity with HTML, Document Object Model (DOM), and JavaScript.
Software Engineering Bootcamp Online	Basic HTML, CSS, and JavaScript experience

Admissions Procedure

Each General Assembly program requires an admissions application, and all candidates are interviewed. If applicable to the chosen course, applicants may also complete a diagnostic assessment before enrollment decisions are made. Once applicants have completed all requisite steps in the admissions process, students receive confirmation of an admissions decision from an admissions representative. Accepted prospective students must sign an Enrollment Agreement and provide required documentation of required education outlined in the admission policy for their course of interest before matriculating into the enrolled course. In addition, enrolled prospective students may need to complete pre-work, if applicable, before their scheduled course date. Upon acceptance, an admissions representative will send students a public link on the GA website where students can review the catalog. In order to enroll, students must sign an Enrollment Agreement. A copy of the completed enrollment agreement and a copy of the school catalog will be sent to the student upon acceptance of enrollment.

General Assembly does not and will not provide any commission, bonus, or other incentive payment based directly or indirectly on success in securing enrollment or financial aid to any persons or entities engaged in any student recruiting or admissions activities or in making decisions regarding the award of student financial assistance.

Pre-Admit Work Requirements

Pre-course assignments are required for the following programs:

- Data Analytics Short Course Online
- Data Analytics Bootcamp Online
- Digital Marketing Short Course Online
- Data Science Short Course
- Data Science Bootcamp
- Front-End Web Development Short Course Online
- Information technology Basics Short Course Online
- JavaScript Development Short Course Online
- Information Technology Bootcamp Online
- Python Programming Short Course Online
- React Development Short Course Online
- Software Engineering Bootcamp Online
- User Experience Design Short Course Online
- User Experience Design Bootcamp Online

Pre-admit work is up to 80 hours of preparatory assignments to introduce students to many of the topics they will touch upon during the course. Completion is mandatory and ensures a baseline level of knowledge among students in a cohort. Mastery of each subject is not expected, but we hope students are excited and inspired to dig further. If a student is unable to complete the pre-admit work prior to the first day of the

course and seeks to cancel their enrollment, they should refer to the Cancellation Policy and contact their admissions representative.

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

Admission Denials
Applicants seeking admission to General Assembly are required to submit accurate and complete information requested during the admissions process. Applicants who fail to do so will be denied admission. Any applicant or student found to have falsified information on an admissions document or to have given false information relating to admissions to General Assembly will be denied admission or withdrawn if already in attendance.

General Assembly reserves the right to deny admission or readmission to any applicant or student who is disruptive to the educational environment. If an applicant or student violates General Assembly's Code of Conduct, including but not limited to engaging in threatening, abusive, or dangerous behavior towards any staff member, student, or other member of the General Assembly community, such applicant or student may be prohibited from enrollment in another course and may be subject to other discipline. In the event a student is denied admission due to conduct violation, General Assembly will notify the student in writing of the prohibited act and the penalty. Applicants who receive a negative admissions decision for code of conduct violations must wait at least one year to reapply.

Required Equipment

All General Assembly students are required to have access to a laptop with an up-to-date operating system and wireless Internet capability for each class session. For most courses, Mac laptops are not required but they are preferred 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. Online students are also required to have an external monitor in addition to their laptop.

Each course will require high-speed internet and a dedicated workspace. Students need a quiet workspace (i.e., a desk and chair where they can sit for the whole class), preferably in a private room away from roommates, family members, etc. For students in online courses, class archiving services are available.

Technical Specification and Setup Guides for any course can be accessed online and should be reviewed prior to enrollment.

Troubleshooting

General Assembly staff are online and available throughout the day and commit to responding to queries from students, instructors, and staff in a timely manner. For online students, all class sessions are recorded and can be viewed later if anything was missed as a result of a faulty internet connection.

Other College or University Transfer Agreements

General Assembly has not entered into transfer or articulation agreements with any other college or university. GA does not guarantee the transferability of its credits to any other institution unless there is a written agreement with that institution.

Transfer of Previous Credit and Prior Credit Policy

General Assembly courses are not credit-bearing. While GA will review prior hours, credit, and

experience, we do not typically accept hours or credits 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 credits at another institution.

Course Descriptions and Objectives

Bootcamps

Data Analytics Bootcamp Online

420 Hours | Full-time (12 weeks) or Part-time (32 weeks)

In this course, students will learn the responsible and ethical acquisition interpretation, and use of data. Students will develop the statistical and mathematical skills necessary to apply data analysis to real business problems through transparent and explainable analysis and modeling techniques by learning how to use specialized tools, like SQL, Excel, Tableau, PowerBI, and Python. Upon completion of the course, students will be equipped with the experience to demonstrate real value to an organization as a problem solver, storyteller, and decision maker using Data.

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	Responsible Data Analytics	19	0		19
Unit 2	Statistics and Mathematics for Data Analysts	14	0		14
Unit 3	Data Acquisition and Cleaning with SQL	42	6		48
Unit 4	Data Analysis and Interpretation with Excel	28	12		40
Unit 5	Data Analysis and Communication with Tableau and PowerBI	57	29		86
Unit 6	Data Analysis with Python	59	18		77
Unit 7	Data in the Organization	39	0		39
Unit 8	Capstone Projects	16	57		73
Unit 9	Career Planning	20	4		24
TOTAL		420	126		420

*Lab consists of working on unit projects to apply what is learned during lecture to build a portfolio

Unit 1: Responsible Data Analytics (19 hours)
Learn how to use data responsibly and ethically, and how to critically inspect datasets for veracity and quality before deciding to use them. Also understand the biases that can exist in data and how to handle them. Discuss a number of real-world case studies to demonstrate responsible data analytics.

Unit 2: Statistics and Mathematics for Data Analytics (14 hours)
Learn the fundamental statistical and mathematical techniques required for data analytics and understand the applications and real-world relevance of these techniques alongside the underlying theory.

Unit 3: Data Acquisition and Cleaning with SQL (48 hours)
Learn how databases work and how to use SQL to export data from a database, ready for ingestion into a Python script, Excel analysis, or dashboard.

Unit 4: Data Analysis and Interpretation with Excel (40 hours)
Learn how to use Excel to explore and analyze datasets, including performing complex analyzes and cheating visualizations. Continue to develop algorithmic thinking skills, and tackle labs which involve practicing each stage of the data analytics workflow.

Unit 5: Data Analysis with Tableau and PowerBI (86 hours)
Gain effective visualization and communication skills to provide an important sense check during a data analysis and when communicating final results to stakeholders. Learn how to use Tableau and PowerBI to create these visualizations.

Unit 6: Data Analysis with Python (77 hours)
Learn how to use the Python programming language for data acquisition and analysis of large, complex, messy datasets. Learn how to translate real world problems into Python code, acquire data using APIs, and how to analyze data using simple linear regression and classification modeling.

Unit 7: Data in the Organization (39 hours)
Dive into the skills needed to work with others in data analytics teams: how to work with data teams, how work is delivered across teams, version control tools to build data products, and how to present effectively to non-technical audiences, all the while adhering to data privacy regulations.

Unit 8: Capstone projects (73 hours)
Consolidate learning from the course by applying rigorous data analysis techniques to solve a problem. There are two projects: one is a group project that enables students to practice how data teams work, whilst the other is an individual project for students to demonstrate their skills and will result in a professional portfolio. In both cases, students collect, clean, and analyze a data set and create a compelling presentation to share their insights.

Unit 9: Career Planning (24 hours)
Give students personalized job support to help them transition into Data Analyst roles. In a number of sessions throughout the course, students work hand-in-hand with dedicated career coaches who help them confidently build a personal brand, apply for jobs, prep for interviews, and tackle technical assessments.

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

- Use data responsibly and ethically, understanding the biases that can exist in data and how to handle
- them
- Critically inspect datasets for veracity and quality, and handle them appropriately
- Apply fundamental statistical and mathematical techniques required for data analytics
- Conduct effective data analysis and communication with Tableau, PowerBI, and Excel
- Perform data acquisition and cleaning with SQL
- Explore and model data with Python
- Work with others in data analytics teams using common tools and techniques
- Develop a project portfolio that demonstrates responsible data analytics

Data Science Bootcamp Online

480 hours | Full-time, 12 weeks

In this course, students apply statistics, programming, data analytics, and modeling skills in different real-world contexts, mastering the skills they need to launch a data science career. Data Scientist careers

involve taking large data sets and analyzing them using different types of models and algorithms to gain insights and predict trends.

Course Outline					
Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	Fundamentals	20	20		40
Unit 2	Exploratory Data Analysis	16	24		40
Unit 3	Classical Statistical Modeling	65	35		100
Unit 4	Machine Learning Models	120	100		220
Unit 5	Advanced Topics and Trends	20	60		80
TOTAL		241	239		480

*Lab consists of working on unit projects to apply what is learned during lecture to build a portfolio

Unit 1: Fundamentals
Get acquainted with essential data science tools and techniques, working in a programming environment to gather, organize, and share projects and data with Git and UNIX.

Unit 2: Exploratory Data Analysis
Perform exploratory data analysis. Generate visual and statistical analyses, using Python and its associated libraries and tools to approach problems in fields like finance, marketing, and public policy.

Unit 3: Classical Statistical Modeling
Explore effective study design and model evaluation and optimization, implementing linear and logistic regression, and classification models. Collect and connect external data to add nuance to your models using web scraping and APIs.

Unit 4: Machine Learning Models
Build machine learning models. Explore the differences between supervised and unsupervised learning via clustering, natural language processing, and neural networks.

Unit 5: Advanced Topics and Trends
Dive deeper into recommender systems, neural networks, and computer vision models, implementing what you've learned to productize models.

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.
- Communicate findings through data visualization, creating 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 data sets from various industries to gain insight into real-world problems and solutions.

Information Technology Bootcamp Online

240 hours | Part-time, 12 weeks

This course provides students with a comprehensive foundation in IT support and networking, preparing them for the CompTIA A+ and Network+ certifications. Students will gain experience with hardware, software, and networking technologies, developing the practical skills needed to troubleshoot, configure, and manage both IT systems and networks. Graduates will leave with a strong understanding of key IT concepts and the confidence to adapt to the fast-paced, ever-evolving world of technology, ready to embark on or enhance their career in the IT industry.

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	IT Basics and A+ Core 1	39	21		60
Unit 2	A+ Core 2	39	21		60
Unit 3	Network+	67	53		120
TOTAL		145	95		240

Unit 1: IT Basics and A+ Core 1
Build foundational knowledge of essential IT support skills through hands-on training. In this unit, students will explore core topics such as hardware, networking, mobile devices, and troubleshooting techniques. By gaining practical experience with device setup, maintenance, and configuration, students will develop the skills needed to diagnose and resolve common issues, laying the groundwork for a successful career in IT support.

Unit 2: A+ Core 2
Expand your knowledge of IT support by diving into advanced topics focused on software, security, and operating systems. This unit covers essential skills such as system configuration, troubleshooting software issues, and implementing security protocols. Through hands-on labs and real-world scenarios, students will learn how to secure devices, manage operation systems, and protect against cybersecurity threats, building the expertise needed to support a wide range of IT environments and prepare them for CompTIA A+ certification.

Unit 3: Network+
Develop a solid understanding of networking concepts and protocols essential for modern IT infrastructures. In this unit, students will explore topics such as network architecture, security, and troubleshooting, with hands-on labs that cover configuring, managing, and securing wired and wireless networks. By the end of this unit, students will be equipped with the practical skills needed to support and maintain reliable network environments, preparing them for the CompTIA Network+ certification and a career in network administration.

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

- Install, configure, and troubleshoot PC motherboards, system components, and peripheral devices.
- Compare networking hardware types and configure local addressing and Internet connections.
- Summarize uses for network services, virtualization, and cloud computing.
- Support the use of mobile devices and print devices.
- Deploy and troubleshoot Ethernet networks.
- Configure and troubleshoot the Windows operating system.

- Support the Linux and macOS operating systems.
- Configure SOHO network security and manage PC security settings.
- Support the use of mobile apps.
- Use remote support and scripting tools.
- Implement operational procedures.
- Support IPv4 and IPv6 networks.
- Configure and troubleshoot routers.
- Support network services and applications.
- Ensure network security and availability.
- Deploy and troubleshooting wireless networks.
- Support WAN links and remote access methods.
- Support organizational procedures and site security controls.
- Summarize cloud and data center architecture.
- Use basic Git commands for version control.
- Utilize GitHub and the GitHub flow to work with branches, commits, and pull requests on GitHub.
- Write and work ITSM tickets using industry standard processes.
- Develop technical documentation and present technical content.
- Write scripts to automate common system administration tasks.

Software Engineering Bootcamp Online

420 hours | Full-time (12 weeks) or Part-time (32 weeks)

This course provides students with a breadth of software engineering skills, enabling them to build full-stack web applications, and embark on a path toward a software engineering career. Students graduate with a solid base of fundamental computer science and programming knowledge, experience with specific languages and frameworks that are popular today, and a flexible outlook that is comfortable and eager to tackle new technologies in a fast-moving and ever-changing industry.

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	Front End Development	42	98		140
Unit 2	Full Stack Development	34	71		105
Unit 3	Front End Frameworks	28	62		90
Unit 4	API's and Full Stack Development	15	70		85
TOTAL		119	301		420

*Lab consists of working on unit projects to apply what is learned during lecture to build a portfolio

Unit 1: Front End Development
Discover what it takes to build the web you want to see through hands-on training in the essentials of front-end development. Explore core programming concepts that are applicable in any language and find out what day-to- day life as a professional developer is like.

Unit 2: Full Stack Development
Learn to build full-stack web applications, deepening your knowledge of client-facing and server-side development. Expand your repertoire of programming languages and start coding collaboratively.

Unit 3: Front End Frameworks
Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third- party APIs and single page applications. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow.

Unit 4: API's and Full Stack Development
Gain expertise with the modern web development tools and frameworks you'll use on the job as a software engineer. Get creative with a cumulative final project, building a full-stack application using technology you choose.

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

- Coding webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript
- Programming fundamentals and software engineering best practices.
- Version control and collaborative software development with Git and GitHub.
- Developing full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Building full-stack applications by leveraging common design and architectural patterns like model–view– controller (MVC) and Representational State Transfer (REST).
- Safely modeling and storing data in SQL and NoSQL databases.
- Consuming and integrating third-party application programming interfaces (APIs) in an application.
- Front-end web application development with modern JavaScript frameworks such as React.
- Deploying applications to the web via cloud-based hosting.
- Implementing common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solving algorithm challenges and analyzing the computational complexity of algorithms using Big O notation.

User Experience Design Bootcamp Online

480 hours | Full-time (12 weeks) or Part-time (32 weeks)

This course is designed to have students living and breathing user experience design. Made up of sessions delivered by top practitioners, portfolio-building workshops, and events that immerse students in the UX community, UXD was made for those who are seriously looking to enter the world of user experience. Students will be prepared to think like designers and approach problems strategically in order to create the next generation of great apps, websites, and digital products.

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	UX Foundations	28	52		80
Unit 2	UI Foundations	30	50		80
Unit 3	Design Iteration and Development	26	54		80
Unit 4	Working with a Product Team	30	50		80

Unit 5	UX in the Real World	24	96		120
Unit 6	UX Career Planning	13	27		40
TOTAL		151	329		480

*Lab consists of working on unit projects to apply what is learned during lecture to build a portfolio

Unit 1: UX Foundations
Build foundational knowledge of UX methodology. Explore the full range of the design process, from research to testing, including design thinking and rapid prototyping as key concepts.

Unit 2: UI Foundations
Explore how to bring delight and function to users through combining the worlds of UX and UI. Design screens, pages and visual elements that enable users to interact with products in an intuitive way.

Unit 3: Design Iteration and Development
Dive deeper into core UX methodology to compound your learning. Expand and apply the entire design process of user research, ideation, prototyping, interaction design, interface design, and usability testing.

Unit 4: Working with a Product Team
Learn how to work in an agile development environment, simulating the handoff points between product managers and developers. Build on interpersonal skills in creative confidence and conversational storytelling to develop your portfolio and get industry ready.

Unit 5: UX in the Real World
Translate the culmination of your design skills into a professional client engagement. Students work with real- world clients to deliver UX research and designs for an app, website, or product in a three-week design sprint.

Unit 6: UX Career Planning
Get yourself industry ready and take your designs to the next level. Explore the basics of service design, design operations and design leadership to advise stakeholders on how to change operating procedures and workflows to deliver on new product experiences. Explore the traits that make you unique as a designer and continue preparation for starting your UX Career.

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

- Identify and implement the most effective methods of user research to gain a deeper understanding of what users want and need.
- Leverage the tenets of information architecture to organize content for the greatest user benefit.
- Use interaction design techniques to craft a dynamic digital product that behaves intuitively.
- Apply the fundamentals of visual design to bring delight and function to users.
- Conduct usability testing to make product experiences more accessible for diverse user populations and environments.
- Utilize the fundamentals of HTML and CSS to create a webpage and have a better understanding of working with developers.
- Produce design documentation to articulate design decisions to clients and stakeholders.
- Use industry-standard digital design tools to generate wireframes and prototypes.
- Evaluate business requirements and technical constraints and employ product management techniques to design products that can be successfully launched.

- Work within a design system and team of fellow designers and programmers to solve business challenges and address user needs, creating polished, functional products and prototypes.
- Understand the basics of service design to advise stakeholders on how to change operating procedures and workflows to deliver on new product experiences.

Short Courses

AI-First Product Management

32 hours | 1 or 8 weeks

This course is designed to help students build the product management (PM) skills companies are looking for today by blending proven PM practices with the power of AI. Across five units, students move from customer discovery to strategy, execution, and pitching, while learning how AI can accelerate research, decision-making, and delivery. Through hands-on labs and a capstone project, students practice solving real product challenges, sharpen storytelling, and showcase the ability to use AI responsibly in a PM role.

The course is built for aspiring and early-career product managers, as well as professionals in adjacent roles, like marketing, design, engineering, or data, who want to explore product management skills or level up in their current role. By the end, students leave with a portfolio-ready final pitch and a clear understanding of how PMs drive impact in an AI-enabled environment. This course helps learners stand out as individuals who can integrate AI into the product development process with confidence.

Unit 1: Foundations of AI-First Product Management
Explore how AI is changing the role, practice thinking like a customer- and data-driven PM, and learn how to build trust across teams.

Unit 2: Understanding Customers and Problems
Practice running interviews, turning research into personas, and shaping stories that connect with stakeholders. AI tools will help you capture, synthesize, and visualize insights faster and with less bias.

Unit 3: Strategy and Execution
Set measurable success metrics, draft product visions, and create roadmaps that keep teams aligned. Along the way, you'll experiment at AI speed—testing ideas, prioritizing solutions, and refining Agile workflows with AI-powered support.

Unit 4: Building and Delivering Products
Sharpen core PM skills like prioritization, business case building, and risk management—while exploring how AI can automate tasks and flag issues early.

Unit 5: Communication for Product Managers
Use AI to create visuals and insights that make your pitch compelling and data-driven. Then, you'll pull everything together in your capstone project: a final pitch that shows off your PM expertise and your ability to integrate AI effectively.

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

- Define the role, responsibilities, and career pathways of a product manager in the AI era.
- Apply a product management mindset grounded in empathy, teamwork, and ethical decision-making.
- Conduct customer research using interviews, data synthesis, and AI tools to uncover meaningful insights.
- Develop personas, empathy maps, and customer journeys that illustrate customer needs and experiences.
- Translate customer insights into product stories, goals, and measurable success metrics.
- Design product visions and roadmaps that align with business strategy, supported by AI-driven analysis.
- Plan and execute experiments to validate assumptions, using AI to prototype, analyze, and refine solutions.

- Manage product development cycles with Agile frameworks, integrating AI into backlog, sprint, and QA processes.
- Address risks, constraints, and ethical challenges in product decisions, ensuring responsible use of AI.
- Deliver compelling product pitches and presentations that showcase customer insights, data, and AI integration.

AI Workplace Fundamentals

32 hours | 1 or 8 weeks

This course lays the foundation for professionals from any business function to integrate Artificial Intelligence into their daily tasks, enhancing decision-making, streamlining workflows, and driving measurable productivity gains.It is designed to prepare students to use the most powerful Generative AI tools and apply the strategic frameworks needed to leverage them effectively and responsibly. This industry-relevant curriculum provides a strong foundation in applied AI and the essential professional skills to lead in an AI-powered workplace.Covering foundational AI concepts, advanced prompt engineering, and practical application across universal business activities, this course provides core skills for any career stage.

Unit 1: Introduction to the GenAI Revolution
Demystify AI, understand the business imperative of GenAI, and get hands-on with a primary AI tool.

Unit 2: The Art and Science of Prompt Engineering
Learn to construct well-defined prompts using a professional framework, refine outputs, and build a personal prompt library.

Unit 3: Enhancing Business Communication and Content Creation
Master AI-powered drafting for emails and reports, generate presentation outlines, and create compelling visuals from text.

Unit 4: From Data to Decisions: Analysis & Insight Generation
Use AI to summarize complex documents, interrogate data from spreadsheets using plain language, and assist in strategic planning.

Unit 5: Accelerating Strategy, Planning & Problem Solving
Create detailed project plans and timelines, document standard operating procedures (SOPs), and improve task management.

Unit 6: Responsible AI: Ethics, Security & Limitations
Understand AI hallucinations, data privacy risks, algorithmic bias, and the critical need for human oversight in all AI-assisted work.

Unit 7: Building Your GenAI-Powered Workflow
Integrate GenAI into daily tools, chain multiple AI tasks to automate a complex process, and scope a final capstone project.

Unit 8: Capstone Presentations & The Future of Work
Showcase your custom AI workflow, learn from peers across different business functions, and discuss the long-term impact of AI on business.

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

- Construct advanced prompts to generate accurate, high-quality, and relevant outputs.

- Automate and enhance the creation of written and visual content for business communications.
- Analyze data from spreadsheets and documents using plain-language queries to extract key insights.
- Design and implement a custom, multi-step AI workflow to solve a specific business problem.
- Apply a framework for the responsible, secure, and ethical use of Generative AI in a professional context.
- Streamline the creation of essential business documentation like project plans and SOPs.
- Use AI as a strategic partner for brainstorming, competitive analysis, and risk mitigation.

Applied AI and Deep Learning in Action

32 hours | 1 or 8 weeks

Step into the world of deep learning and applied AI with a course designed to take students from the fundamentals to real-world application. Students sharpen skills in Python, Git, and core machine learning before diving into neural networks, advanced architectures, and today's most in-demand tools like PyTorch, Hugging Face, and LangChain. Through hands-on labs, students build and optimize models, explore how transformers power modern NLP, and see how AI is applied in everything from image classification to sentiment analysis. Students learn how to evaluate models for performance, cost, and bias, and practice deploying them responsibly with security and fairness in mind. The course culminates in a capstone project where students plan, build, and present a complete AI solution. Learners leave with practical experience, portfolio-ready work, and the confidence to bring applied AI into any role or career path.

Unit 1: Machine Learning Fundamentals
Build a strong foundation in machine learning by exploring key model types, running logistic regression, and revisiting core concepts like supervised learning and gradient descent to prepare for deep learning ahead.

Unit 2: Deep Learning
Build a deep learning foundation by exploring how neural networks have evolved, where they're used today, and how to bring them to life with tools like PyTorch, Hugging Face, and torchvision.

Unit 3: NLP & LLMs
Work with embeddings, pipelines, and transformer architectures to build sentiment analysis, summarization, and translation systems, then evaluate models for accuracy, cost, and bias to understand how they perform in real-world applications.

Unit 4: AI Engineering
Practice advanced techniques with LangChain and vector databases before applying your skills in a capstone project, where you'll design, build, and present an end-to-end AI solution that demonstrates both technical expertise and responsible AI practices.

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

- Review the foundations by using Git/GitHub, Python, and core machine learning methods like logistic regression and gradient descent.
- Explain neural networks conceptually and trace their evolution from simple models to state-of-the-art deep learning systems.
- Apply deep learning toolkits like PyTorch, Hugging Face, and torchvision to implement and optimize models.
- Experiment with advanced architectures including CNNs, RNNs, transfer learning, and regularization strategies to improve model performance.

- Analyze text data using NLP methods, embeddings, pipelines, and transformers for real-world tasks such as classification, summarization, and translation.
- Evaluate models critically by benchmarking performance, costs, risks, and bias while selecting appropriate solutions for business contexts.
- Engineer AI systems responsibly by considering fairness, transparency, lightweight deployment options, and security threats such as adversarial inputs.
- Deliver an end-to-end AI solution by planning, developing, evaluating, and presenting a complete project that demonstrates both technical skill and responsible AI practices.

Data Analytics Short Course Online

40 hours | 1 or 10 weeks

Data is now an integral part of every organization. To be successful in today's data-driven world, every employee should know how to analyze data, interpret it, and make defensible recommendations. In this course, students will learn how to use data to guide and inform their organization when making critical business decisions.

Unit 1: Interpretation
Practice using Excel to conduct basic data cleaning, aggregation, analysis, and visualization.

Unit 2: Querying and Organizing Data in SQL
Use SQL to conduct advanced data querying, cleaning, and aggregation.

Unit 3: Visualization
Leverage Tableau to visualize and map data, and connect data across Excel, SQL, and Tableau.

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

- Explain the value of data.
- Utilize statistics to describe a data set and validate its analysis.
- Clean data sets using Excel's core functionality.
- Analyze data sets using visualizations and PivotTables in Excel.
- Create basic SQL queries from databases.
- Create a local SQL database.
- Import data into a local SQL database.
- Create complex queries using JOINs and other advanced SQL functionality.
- Aggregate and analyze data using efficient SQL queries.
- Build completing and clear visualizations in Tableau.
- Deliver effective presentations with data.

Data Science Short Course Online

60 hours | 10 weeks

This course offers a practical introduction to the interdisciplinary field of data science and machine learning, which exist at the intersection of computer science, statistics, and business. Students learn to use the programming language to help acquire, parse, and model data. A significant portion of the course will involve hands-on training in fundamental modeling techniques and machine learning algorithms to build robust predictive models of real-world data and test their validity.

Unit 1: Data Foundations
Discover the fundamentals of evidential science by executing basic functions in Python.

Unit 2: Working with Data
Practice exploratory data analysis for cleaning and aggregating data and understand the basic statistical testing values of data.

Unit 3: Data Science Modeling
Branch from traditional statistics into machine learning and explore supervised learning techniques including classification and regression.

Unit 4: Data Science Applications
Learn and implement core machine learning models to evaluate complex problems.

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 scientists to contribute as part of a data science team.
- Communicate data-driven insights to a non-technical audience.

Digital Marketing Short Course Online

40 hours | 1 or 10 weeks

The course provides students with a solid foundation in marketing fundamentals — from segmenting a market to developing customer insight — and combines it with hands-on training in creating engaging content, as well as paid and unpaid tactics for acquiring and retaining users.

Unit 1: Objective-First Marketing
Topics covered include: the Objective-First Framework, developing a campaign strategy, and single-, multi-, and omni-channel marketing.

Unit 2: Customer Insights
Topics covered include: customer personas and empathy maps.

Unit 3: Social Media
Topics covered include: ad campaigns, target customer groups, and performance analysis.

Unit 4: Paid Search
Topics covered include: optimal bidding types for paid search campaigns.

Unit 5: SEO and Content Strategy
Topics covered include: keyword search and content strategy.

Unit 6: Google Analytics
Topics covered include: audience, acquisition, behavior, and conversion.

Unit 7: Measurement
Topics covered include: attribution in optimization and the pros and cons of different models.

Unit 8: Testing
Topics covered include: A/B tests for Facebook, AdWords, and websites.

Unit 9: Email Marketing
Topics covered include: ESP and CRM data and personalized email campaigns.

Unit 10: Digital Advertising
Topics covered include: data collection, cookies, and ads.

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

- Use a full arsenal of digital marketing tools, including Google AdWords, Facebook, and Google Analytics.
- Design and execute comprehensive marketing plans across a variety of modern digital channels - social, search, email, paid advertising, etc.
- Analyze the success of digital marketing campaigns using Google Analytics.

Front-End Web Development Short Course Online

60 hours | 10 weeks

This course introduces students to the basics of programming for the web using HTML, CSS, and JavaScript. Designed for beginners, it 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 its behavior (JavaScript) through the core languages that make up the web. They will also gain an understanding of how the web works and how to customize their sites using their own designs and ideas.

Unit 1: HTML and CSS Basics
An introduction to building static webpages using HTML and CSS.

Unit 2: Responsive Design
Take a developer's approach to problem-solving, coding responsive sites for mobile and the web.

Unit 3: Adding Interactivity with JavaScript
Power dynamic websites, incorporating animations, dropdowns, and more.

Unit 4: Advanced Concepts
Build websites and program interactive solutions using HTML, CSS, and JavaScript 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 and 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 web developers.

Java Short Course Online

40 hours | 1 or 10 weeks

This course is designed to teach students the fundamentals of Java and help to prepare them for the Oracle 808 exam to become certified in Java. This is not a test preparation course. Students will still be expected to continue studying on their own after the course concludes, but it is designed to give them a solid foundation of knowledge along with some information around the exam structure.

Unit 1: Introduction to Java (14 hours)
This module introduces learners to the fundamentals of Java programming. Participants will learn to create and execute Java files using the command line and will be guided through the process of writing the main method, which is essential for running Java programs.

Unit 2: Debugging and Exception Handling (2 hours)
This module provides learners the ability to set breakpoints, examine application states using sample code, and interpret stack traces. They will also understand exception handling, including defining exceptions, and demonstrating the use of try-catch blocks to manage errors effectively.

Unit 3: Object Oriented Programming (10 hours)
In this module, learners will grasp object-oriented programming principles and roles of classes and objects. They'll learn to instantiate objects, build constructors, manage fields and methods, and use subclasses to enhance functionality. The lesson also covers writing abstract classes, defining Java interfaces, and applying appropriate scenarios for each. Additionally, learners will understand memory management techniques.

Unit 4: Test Driven Development (6 hours)
In this module, learners will explore Test-Driven Development. They will gain hands-on experience by creating a string calculator that handles various inputs, guided by specific unit tests.

Unit 5: Design Patterns (8 hours)
This module allows learners to explore key design patterns including Singleton, Builder, Factory, and Abstract Factory, focusing on their classification, benefits, limitations, and practical applications.

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

- Learners will gain introductory Java skills equipping them with foundational experience in this popular Enterprise Framework.
- This program maps content coverage to Oracle Java Exam 808

JavaScript Development Short Course Online

60 hours | 10 weeks

JavaScript Development teaches students a set of intermediate front-end development skills using JavaScript, jQuery, Git and GitHub, and the command line. For their 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 web browsers, 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 be able to:

- Work with JavaScript, jQuery, web browsers, and the DOM.
- Learn the fundamentals of JavaScript frameworks and libraries.
- Apply essential principles of object-oriented programming and learn how they apply to other object- oriented programming languages.
- Consume data from APIs and persist data using a back-end-as-a-service provider, such as Parse or Firebase.
- Build a modern, single-page application using common design patterns.

Project Management Skills with AI

32 hours | 1 or 8 weeks

In this course, students learn how to combine proven project management frameworks with AI-powered tools to plan, lead, and adapt projects more effectively. From scoping and scheduling to risk forecasting and outcome measurement, students see how AI can support, not replace, a role as a project manager.

Across five units, students apply learned concepts directly to a self-chosen project, building toward a capstone that demonstrates the ability to lead with AI support from start to finish. Along the way, students practice using AI responsibly, communicate with stakeholders more effectively, and strengthen leadership skills for distributed teams. By the end, learners walk away with a comprehensive, AI-backed project plan and the confidence to manage real-world projects in the AI era.

Unit 1: Project Management in the AI Era
Build a strong foundation in modern project management while exploring how AI is reshaping the role of the project manager. You'll compare frameworks like Agile, Waterfall, and Hybrid and discover where AI can support adaptability.

Unit 2: Data-Driven Decision-Making and Adaptive Methods
Learn how to harness project data to make smarter decisions. You'll explore how AI connects project metrics to outcomes, helps forecast risks, and enables you to adapt methods as projects evolve.

Unit 3: AI Across Functions and Change Management
See how AI enhances project management at scale and during periods of change. You'll explore strategies for coordinating across multiple teams and functions, and how AI can smooth organizational transitions.

Unit 4: Ethics and Governance in AI-Driven Project Management
Examine how to use AI responsibly in project management. You'll address issues like transparency, accountability, and bias while building governance guardrails into your projects.

Unit 5: Communication, Collaboration, and Leadership with AI
Strengthen your leadership and collaboration skills with AI as a partner. You'll practice using AI to improve stakeholder communication, streamline meetings, and support distributed teams. The unit concludes with your capstone project, where you'll bring everything together into a comprehensive AI-supported project plan.

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

- Explain how AI is transforming project management roles, skills, and responsibilities.
- Select and adapt project management frameworks using AI-driven insights.
- Develop project plans and workflows that integrate AI tools with stakeholder needs.
- Differentiate between human oversight and AI automation to optimize collaboration.
- Evaluate project performance by connecting metrics, outcomes, and organizational goals.
- Apply predictive AI tools to strengthen risk management and mitigation strategies.
- Design adaptive project approaches that respond to changing contexts with AI support.
- Communicate effectively with stakeholders using AI-enabled reporting and facilitation tools.
- Lead distributed and hybrid teams by integrating AI collaboration tools into coordination and accountability practices.
- Formulate responsible and ethical strategies for AI adoption in project workflows.

Python Programming Short Course Online

40 hours | 1 or 10 weeks

This course introduces students to programming in Python. Students learn programming fundamentals and build an application in this project-based, hands-on course to apply their knowledge to special topics like data analysis or web applications. Students will leave able to confidently code in Python, having created their own custom web applications.

Unit 1: Programming and Python Fundamentals
Topics covered include: an introduction to programming with variables.

Unit 2: Control Flow
Topics covered include: control flow introduction, logical comparison, Boolean conditionals, lists and list operations, for and while loops, and functions and functional arguments.

Unit 3: Object-Oriented Programming Introduction
Topics covered include: an introduction to object-oriented programming, dictionaries, sets, classes and class instance variables, and inheritance.

Unit 4: Common Python Troubleshooting
Topics covered include: variable scope, debugging principles and techniques, and intermediate variables.

Unit 5: Intermediate Python
Topics covered include: an introduction to intermediate Python, file I/O, user input, code abstraction (itertools, list comprehensions), modules and libraries, and APIs.

Unit 6: Special Topic: Introduction to Web Applications or Data Science
Data science topics covered include: an introduction to Python for data science, Pandas introduction, data visualization, plotting with Pandas, and Pandas best practices.
Web application topics covered include: an introduction to Python for web development, Flask, Flask routing, Flask templates, and Flask requests.

Unit 7: Python Project
Topics covered include: Review/Q&A, building a project in class, and a course summary.

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

- Understand and apply programming fundamentals and Python basics.
- Build a Python program and incorporate increasing complexity.
- Explain the basics of object-oriented programming.
- Troubleshoot Python code.
- Add scripting, modules, and APIs to Python programs.

React Development Short Course Online

40 hours | 1 or 10 weeks

This course provides students with the skills needed to develop applications using React. The course begins with basics of React, such as components, JSX, props, and state to build a basic functioning app. Students will dive into more fundamental concepts like unidirectional flow to truly understand how React works.

Unit 1: Key React Concepts
Explore React fundamentals, rendering components, and passing props.

Unit 2: React State
Differentiate between props and state, create and change state in a component, describe the flow of methods in a component, identify the triggers for rerendering of a component, contrast class components with functional components, define unidirectional flow, and diagram data in a component hierarchy.

Unit 3: Underlying Concepts
Rewrite class components into functional components, define the main categories of the component life cycle, identify general methods in each category of the component life cycle, and contrast imperative and declarative programming.

Unit 4: APIs and Heroku
Describe what an API is and why we might use one, call APIs using fetch and API keys, describe Heroku, deploy an app on Heroku, and set up a CORS proxy on Heroku.

Unit 5: React Router
Compare historical and modern browser history mechanics, define routing, describe React Router's main features and history, use React Router to map URLs to components, and leverage React Router to create links to different components.

Unit 6: Applied Practice
Build a Tic Tac Toe game, confidently find and apply features from documentation, and create an ATM application.

By the end of this course, students will be able to:
- Build a functioning web application with React.
- Create multi-page web applications using React Router.
- Call upon an application programming interface (API) in a react application.
- Host a React app on Heroku to share with the world.

User Experience Design Short Course Online

40 hours | 1 or 10 weeks

Learn the tools and techniques to design products that are equal parts useful, functional, and delightful. Focusing on both theoretical frameworks and practical applications, students in this course will develop a portfolio project of their choosing — receiving expert feedback along the way.

Unit 1: Introduction to UX Design & User Research
Get acquainted with the course and expectations. Discuss the discipline of UX design and the design process. Explain why user research is important in the UX design process and describe various user research methods.

Unit 2: Insights and Personas & Sketching
Explain the importance and purpose of synthesizing research in UX design and use affinity mapping to identify insights and actionable steps. Explain the purpose of ideation and sketching in the UX process and practice techniques to rapidly sketch and provide peer-to-peer critique.

Unit 3: Feature Prioritization & Maps and Flows
Practice using the 2x2 matrix and the MoSCoW method to prioritize features and determine which features to include in an MVP. Conduct a task analysis, explain the value of storyboards, journey maps, and user flows in the UX process, and practice documenting and creating user flows based on relevant scenarios.

Unit 4: Wireframing & Wireframes to Prototypes
Connect user flows to wireframes using wireflows, explain what wireframes are and why they're useful in

the design process. Explain the purpose prototypes serve in the design process and connect digital wireframes to create an interactive prototype.

Unit 5: Usability Testing & Project Demo and Critique
Explain the purpose of usability testing and practice planning and conducting a usability test. Explain why critiques are beneficial to the design process and apply best practices for giving and receiving feedback during a critique.

Unit 6: Visual Design & Design Systems and Pattern
Explain how visual design impacts the user experience, identify key visual elements for improving a layout, and apply visual design tools such as typography, color, and imagery to wireframes and prototypes. Explain the impact of design systems and pattern libraries on businesses, users, and design and identify patterns used in existing products.

Unit 7: Leveling Up Testing and Usability Advanced User Research
Determine the appropriate research method and deliverable based on audience and time available and conduct additional usability tests to improve a prototype.

Unit 8: Design for Behavior and Emotion
Define decision fatigue and simplicity in design, use the Hook Model to create value-based behavior change and explain the importance of eliciting emotion from users.

Unit 9 Your Personal Brand as a Designer & Your Portfolio and Career
Analyze brand personalities and create the artifacts of a personal brand. Describe what portfolios are and their purpose in the industry and outline a case study to support a portfolio.

Unit 10: Final Presentations
Present the decision-making process of your design work and provide and receive feedback and suggestions for improvement.

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

- Discover how to identify, ideate, articulate, and develop design solutions for UX challenges.
- Describe how UX designers work with product managers, developers, and visual designers.
- Explore the current UX design landscape through relevant, real-world examples.
- Develop and document personas, journey maps, user flows, and annotated wireframes.
- Utilize industry-standard tools to propose and refine design decisions.

Visual Design Short Course Online

32 hours | 1 or 8 weeks

This course helps students explore the art and science of visual communication and the process of creating beautiful digital products. Create a production ready composition for a responsive webpage, conveying your vision through typography, layout, and color. Students will learn to give and receive design critique and implement feedback to improve designs.

Unit 1: Introduction to Visual Design & Brand and User Research
Discuss the discipline of visual design and the design process, explain the overall purpose of design research, and develop a persona based on brand and user research.

Unit 2: From Research to Moodboards & Content Strategy
Conduct a comparative analysis to make a design recommendation and create an inventory to identify and prioritize brand content.

Unit 3: Layout and Responsive Grids and UI Patterns

Identify the anatomy of a webpage, practice sketching low-fidelity wireframes on paper and identify UI design patterns on mobile and desktop screens.

Unit 4: Introduction to Typography & Typography Decisions
Discuss the importance of typography in visual design, define key terms related to typography and create high-fidelity wireframes.

Unit 5: Introduction to Imagery & Incorporating Imagery
Describe the impact of imagery in any design, identify how to use photography, illustrations, and icons most effectively and practice sourcing and exporting images.

Unit 6: Introduction to Color Theory & Applying color
Explain color theory and its related vocabulary, make appropriate color choices for a brand or product, and explain accessibility considerations for selecting and applying colors.

Unit 7: Topic Session
Possible topics include motion design, interaction design, and design ethics.

Unit 8: Final Presentations
Present the decision-making process of your design work and provide and receive feedback and suggestions for improvement.

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

- Take on challenging design problems, come up with creative solutions, and mock them up in production- ready detail.
- Apply the fundamentals of layout, typography, and color theory to create a landing page that you can use as a portfolio piece.
- Use industry-standard tools to design high-fidelity compositions.
- Use the technical vocabulary required to communicate with visual and user interface designers.

Hybrid Short Courses

The residential portion of these courses will be delivered at Baylor University's Cyber Range as part of a partnership with the college.

Information Technology Basics Short Course Online

120 hours | Part-Time, 12 weeks

This course provides students with a comprehensive foundation in IT support, preparing them for the CompTIA A+. Students will gain experience with hardware and software, developing the practical skills needed to troubleshoot, configure, and manage IT systems. Graduates will leave with a strong understanding of key IT concepts and the confidence to adapt to the fast-paced, ever-evolving world of technology, ready to embark on or enhance their careers in the IT industry.

Course Outline					
Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	IT Basics & A+ Core 1	39	21		60
Unit 2	A+ Core 2	39	21		60
TOTAL		78	42		120

Unit 1: IT Basics & A+ Core 1
Subject Hours: 60 (39 lecture hours, 21 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: Build foundational knowledge of essential IT support skills through hands-on training. In this unit, students will explore core topics such as hardware, networking, mobile devices, and troubleshooting techniques. By gaining practical experience with device setup, maintenance, and configuration, students will develop the skills needed to diagnose and resolve common issues, laying the groundwork for a successful career in IT support.

Unit 2: A+ Core 1
Subject Hours: 60 (39 lecture hours, 21 lab hours)
Prerequisites: Unit 1

Subject Description: Expand your knowledge of IT support by diving into advanced topics focused on software, security, and operating systems. This unit covers essential skills such as system configuration, troubleshooting software issues, and implementing security protocols. Through hands-on labs and real-world scenarios, students will learn how to secure devices, manage operating systems, and protect against cybersecurity threats, building the expertise needed to support a wide range of IT environments and prepare them for the CompTIA A+ certification.

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

- Install, configure, and troubleshoot PC motherboards, system components, and peripheral devices.
- Compare networking hardware types and configure local addressing and Internet connections.
- Summarize uses for network services, virtualization, and cloud computing.
- Support the use of mobile devices and print devices.
- Deploy and troubleshoot Ethernet networks.
- Configure and troubleshoot the Windows operating system.
- Support the Linux and macOS operating systems.
- Configure SOHO network security and manage PC security settings.
- Support the use of mobile apps.
- Use remote support and scripting tools.
- Implement operational procedures.
- Support organizational procedures and site security controls.
- Summarize cloud and data center architecture.
- Use basic Git commands for version control
- Utilize GitHub and the GitHub flow to work with branches, commits, and pull requests on GitHub.
- Write and work ITSM tickets using industry standard processes.
- Develop technical documentation and present technical content.
- Write scripts to automate common system administration tasks.

Python Programming Short Course

40 hours | 10 weeks

This course introduces students to programming in Python. Students learn programming fundamentals and build an application in this project-based, hands-on course to apply their knowledge to special topics like data analysis or web applications. Students will leave able to confidently code in Python, having created their own custom web applications.

Unit 1: Programming and Python Fundamentals
Topics covered include: an introduction to programming with variables.

Unit 2: Control Flow

Topics covered include: control flow introduction, logical comparison, Boolean conditionals, lists and list operations, for and while loops, and functions and functional arguments.

Unit 3: Object-Oriented Programming Introduction
Topics covered include: an introduction to object-oriented programming, dictionaries, sets, classes and class instance variables, and inheritance.

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Topics covered include: an introduction to intermediate Python, file I/O, user input, code abstraction (itertools, list comprehensions), modules and libraries, and APIs.

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Unit 7: Python Project
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By the end of this course, students will be able to:

- Understand and apply programming fundamentals and Python basics.
- Build a Python program and incorporate increasing complexity.
- Explain the basics of object-oriented programming.
- Troubleshoot Python code.
- Add scripting, modules, and APIs to Python programs.

Academic Policies

Hours

Course length is measured in contact hours. One hour of instructional time is defined as a 60-minute period.

Attendance

Attendance is a crucial element of the courses and is mandatory at General Assembly. The curriculum structure for each course builds on the learning and hands-on experience of prior sessions. We expect that students will arrange their personal and work schedules to give proper priority to their coursework.

Students are expected to participate in all scheduled classes or instructional activities to signify their attendance in class. For distance (remote) education courses, participation in academic instructional activities includes assignments, quizzes, labs, projects, videos, and live sessions.

Short Course Attendance Policy: With prior approval from General Assembly, students in part-time, non-accelerated courses are permitted to miss up to three excused class meetings. Students in weekend classes are permitted to miss one excused class meeting. Students in accelerated, one-week courses must attend every class.

Bootcamp Attendance Policy: Attendance will be monitored for both percentage of scheduled hours missed and consecutive days missed. Last day of attendance for course records is updated based on attendance taken in live lectures or date of completion for academic instructional activities.

Live lectures

For live sessions, attendance is taken by instructors fifteen minutes after class begins and fifteen minutes prior to class ending.

A student is considered present if they are in the assigned classroom for the scheduled amount of time, for example, neither late for class (tardy) nor leaving before the end of class (leave early). Three late arrivals and/or early departures will constitute one absence.

However, an instructor may consider a student present who does not attend the entire class session if the amount of time missed does not exceed 50% of the class session.

A student is also considered present when they complete an attendance-bearing academic instructional activity as assigned within the classroom space.

Attendance Measurement: Percentage of Scheduled Time

Students must attend 80% or more of their scheduled hours in their course. Students must attend all live lecture sessions or make other arrangements with their instructor.

Students who fall below 80% course attendance (as defined above) may be placed on attendance probation until attendance percentages reach or exceed 80%. Only attendance hours associated with assignments, quizzes, labs, and videos can be made up. Live sessions are not recoverable.

If, at any point, it is impossible to complete 80% of the scheduled hours, the student may be dismissed from the course. Students who do not achieve satisfactory attendance in any course may earn a failing grade on their transcripts and may be dismissed from General Assembly.

Attendance Measurement: Consecutive absences

Students who have been absent from their scheduled course for more than 5 consecutive school days, not including scheduled holidays or breaks, may be administratively withdrawn from the school unless an exception is made in writing by student services.

Attendance is taken by instructors fifteen minutes after class begins and fifteen minutes prior to class ending. Any student who arrives to class more than fifteen minutes late will be marked tardy, and any student who is not present fifteen minutes prior to class ending will be marked early departure.

A class meeting is defined as the instructional hours provided on one calendar day. Students who miss more than the excused absence policies outlined below may be withdrawn.

Excused Absences

Examples of excused absences include but are not limited to student illness, death/critical illness of a family member or a significant other, critical life emergency, and religious observance. General Assembly may allow a greater number of excused absences in exceptional circumstances. Unexcused absences are not permitted except in exceptional circumstances. Examples of mitigating circumstances are:

- An illness or death in the student's immediate family
- An unavoidable change in the student's conditions of employment
- An unavoidable geographical transfer resulting from the student's employment
- Immediate family or financial obligations beyond the control of the student that require him or her to suspend pursuit of the program of education to obtain employment
- Unanticipated active military service, including active duty for training
- Unanticipated difficulties with childcare arrangements the student has made for the period during which he or she is attending classes

General Assembly does not provide an interruption option.

Religious Accommodation Policy

General Assembly will make good faith efforts to provide reasonable religious accommodations to students who have sincerely held religious practices or beliefs that conflict with a scheduled course session or requirement. Students requesting a religious accommodation should make the request, in writing, to their instructor and student services team with as much advance notice as possible. As a student, you are responsible for making up any work that you miss but you will be allowed to do so without penalty, provided you do so within the terms of your arrangement with your instructor.

Leave of Absence Policy

A leave of absence (LOA) is a temporary interruption in a student's study. For Bootcamp programs, a leave of absence is only granted in extenuating circumstances, such as an accident, prolonged illness, maternity leave, or the death of a relative. Short Course programs are not long enough to make a LOA practical. The Program Operations Manager is expected to review the student's request with the student requesting the leave. All leaves of absence must be requested and approved in writing. If the student fails to return on the agreed upon date, the student will be dismissed, and a refund calculation performed. Experience has shown that most students do not return from a leave of absence. No additional costs are accrued in the enrolled course during an approved LOA.

Homework

Students in some courses may be required to spend up to 20 hours outside of class per week working on homework/projects. Homework is not included in course contact hours.

Satisfactory Academic Progress (SAP) Policy

General Assembly measures student progress through frequent homework assignments and assessments. Students are graded on a pass/fail basis. To make satisfactory academic progress, a student must:

- Receive an average of passing on all assignments at the point of evaluation as outlined in the Grading System. Homework is graded based on completion. To receive a passing grade on a homework assignment, students must complete 100% of the minimum tasks specified in that assignment.
- Receive a passing grade on all assigned course assessments as outlined in the Grading System.
- Maintain consistent attendance as outlined in the Attendance policy.

Students are formally evaluated for progress toward completion at the following point, at which they will receive a written progress report:

Course Length	Evaluation Point
32 hours / 1 week	16 hours / .5 week
32 hours / 8 weeks	16 hours/ 4 weeks
40 hours / 1 week	20 hours / .5 weeks
40 hours / 10 weeks	20 hours / 5 weeks
60 hours / 10 weeks	30 hours / 5 weeks
120 hours / 12 weeks	60 hours / 6 weeks
240 hours / 12 weeks	120 hours / 6 weeks
420 hours / 12 weeks	210 hours / 6 weeks
420 hours / 32 weeks	105 hours / 8 weeks 210 hours / 16 weeks 315 hours / 24 weeks
480 hours / 12 weeks	240 hours / 6 weeks
480 hours / 32 weeks	120 hours / 8 weeks, 240 hours / 16 weeks 360 hours / 24 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. To receive a Certificate of Completion from General Assembly, all standards of progress must be met.

Academic Probation and Failure

General Assembly places a student on probation that does not meet progress standards at the evaluation point. For programs less than 16 weeks, a student must make satisfactory academic progress by the next evaluation period or be dismissed. In courses over 16 weeks, students who fail to meet progress standards at the first evaluation point will be placed on probation and receive an academic plan. Students who meet their academic plan but fail to meet satisfactory academic status due to attendance or have not met the threshold of passing assignments will remain on probation and have one additional evaluation point to meet progress standards. Students who fail to meet progress standards for a course or who fail to follow steps outlined in their academic plans will be dismissed from their course.

Grading System

Course Final Grading¨ All courses are pass/fail. Assignments are averaged to determine the final grade. Anything that meets expectations (3.0 or higher) is passing. All grades are final.

Final Grade	Definition
Pass	Meets Expectations
Fail	Did Not Meet Expectations
Audit	Course participation without intention of seeking a Certificate of Completion.
W	Student-initiated withdrawal from a course without academic penalty

Assignment/Assessment Grading Rubric: While all final course grades are pass/fail, the rubric is typically on a 4.0 scale to determine whether any individual assignment or assessment is passing. Specific assignment expectations will be included in each course syllabus. However, the general rubric guidelines for assignments and assessments are included in the table below.

Grade	Definition	Assignment or Assessment Output
4.0	Exceeds Expectations / Advanced	The work meets all requirements at a mastery level. The overall work is ready to be shared as an exemplar of the ability to apply conceptual knowledge at the level of the industry standard. Errors are minor and don't detract from the overall quality of the work.
3.0	Meeting Expectations / Proficient	The work meets all requirements at a satisfactory and functional level. The overall work demonstrates the core conceptual understanding and application necessary to apply feedback to bring the work forward to industry standard. Errors are minor and don't detract from the overall quality of the work.
2.0	Does Not Meet Expectations / Developing	The work meets only some requirements at a satisfactory and functional level. Some requirements may be missing or below satisfactory in demonstrating conceptual understanding and application. The overall work needs development to reach industry standard. Errors are blocking functionality and the overall quality of the work.
1.0	Incomplete / Beginning	The work meets few or none of requirements at a satisfactory and functional level. Many requirements may be missing or far below satisfactory in demonstrating conceptual understanding and application. The overall work needs major development to reach industry standard. Errors are blocking functionality and the overall quality of the work.
0.0	Missing / Not Acceptable	Did not submit by deadline or work is incomplete at the level at which it cannot be evaluated

Assessment/Project & Assignment Extensions

Assessments

Under extenuating circumstances, instructors may grant a single extension on an assessment or allow a student a single resubmission of one project for the duration of the course. Any resubmissions or extensions for assessments required must be made in writing between the student and an instructional team member with an agreed deadline to be graded prior to the final course date. Any exception to this policy must be approved in writing by instructional leadership.

Assignments

Assignments (Labs/Homework/Quizzes) not submitted on time (submitted late) will not be accepted unless previously coordinated in writing with your instructional team. Instructors may allow assignment resubmission up to the agreed upon deadline. Any resubmission request must be coordinated between the student and an instructional team member in writing with an agreed deadline to be graded prior to the final course date.

Make-Up Work

Students who miss coursework because of an absence that was approved prior to its occurrence are responsible for making up missed coursework by the last scheduled day of their course in order to receive a passing grade. Students are encouraged to attend weekly office hours and schedule timely one-on-one meetings with instructors to review missed content.

Certificates of Completion

General Assembly cannot release your academic records without your written consent. Before we provide or can process any requests for student records or Certificate of Completion copies, all outstanding obligations (academic and/or administrative) due to General Assembly must be cleared. Your family or friends are not permitted to access your academic records without your written consent. We will issue academic records and/or Certification of Completion copies within seven days of a request typically via email. There is no additional fee for these documents.

Transfer Policy

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 reapply for and enroll in the course of their choosing. Should a student elect to withdraw and then reapply for enrollment in another course more than one time, Program Operations Manager approval is required for acceptance.

Class Archiving

Each session of an online course will be archived. Instructor presentations and all the subsequent comments and feedback will be saved so that students can go back and revisit past lessons. Instructors will also be hash tagging concepts throughout the class so a student can use the search functionality to revisit specific content. To supplement the lesson history, we will also be recording the session's audio. At the end of each lesson, students will be provided with a link to the recording.

Information Exchange, Privacy, and Safety

All information students provide to General Assembly is stored on secure servers. All information provided or transactions conducted will be encrypted using SSL technology.

Student Rights

1. Students have the right to equal opportunity education and an educational experience free from discrimination or harassment based on sex, gender identity and/or expression, race, color, religion, ancestry, national origin, marital status, veteran or military status, sexual orientation, medical condition, genetic information, or the presence of any sensory, mental, or physical

disability, or the use of a trained guide dog or service animal by a person with a disability, 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 that exists based on shared values and principles. All General Assembly community members are expected to uphold and abide by certain standards of conduct that form the basis of the Student Code of Conduct. General Assembly reserves the right to impose a variety of disciplinary actions, including expulsion, on any student whose behavior violates the Code of Conduct outlined in Appendix D. To clarify, school officials will determine in their sole discretion if the Code of Conduct has been violated, regardless of whether that conduct also involves an alleged or proven violation of law.

Student Services

Academic Advising & Student Accommodations

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

Students seeking accommodations should request an accommodations request form from admissions, student services, or instructional staff within the first 3 weeks of the course start date. Retroactive accommodations are not possible. More detailed information about this process can be found in the Student Handbook.

Housing

General Assembly does not provide student housing.

Library

Enrolled students will have unrestricted access to a digital library of course-specific learning resources and tools, available 24 hours per day, 7 days per week via our learning management platform. This also includes access to all of the curriculum, support materials, and online community relevant to a student's program of study. All resources included in the platform are available to students without additional charge while enrolled.

Employment Assistance

The General Assembly Career Services team is dedicated to seeing bootcamp students take control of their career aspirations and goals. Our Career Services team helps students communicate their skills, make valuable connections, and identify ideal career opportunities. Designed to teach job-search strategies, Career Services programming is an add-on experience via asynchronous career learning content, live programming, group coaching, and coach 1-on-1s in which students can choose to participate from the start of their bootcamp through 6 months post-bootcamp.

To access Career Services support, a student must:

- Meet all course attendance, academic progress, and financial and graduation requirements
- Be in good academic standing with the Instructional team.
- Elect to participate in an active job search in your field of study.
- Commit to taking part in a full-time or part-time (no less than 25 hours/week) job search immediately post-course and searching for a job within your field of study.

Becoming a job-seeker grants initial support from the Career Services team, but students must meet the weekly and monthly requirements to retain their status. Immediately following course completion, graduates should plan to spend at least twenty-five (25) hours a week on the job search.

General Assembly cannot and does not guarantee employment or salary. Student completion and job placement information for certain courses are provided in the enrollment agreement.

Student Records

Student transcripts with official grades and descriptions of courses offered are maintained permanently. All other school and student records will be maintained electronically for 50 years from the date of completion or withdrawal. Student records include attendance records, dates of enrollment and completion, final grade, signed enrollment agreements and any addendum information, student payment information and refund information if applicable, progress reports, copies of complaints and school disciplinary reports.

Students may view their own academic records. General Assembly does not share academic records with unauthorized individuals. Students who seek to view their own records should contact the campus manager. General Assembly will take reasonable steps to protect the privacy of personal information contained in student records.

Grievance Procedure

Internal Grievance Procedure

General Assembly has a complaint mechanism to address concerns promptly, fairly, and constructively in order to achieve the highest level of quality. This process is intended to settle disputes through mediation and reasoned discussion. It is not intended to supplant the student conduct process or the administrative rules of General Assembly. No student will be subject to unfair action and/or treatment by any General Assembly official as a result of the initiation of a complaint.

Students can make a formal grievance by submitting a written complaint to our Student Success team via studentsupport@generalassemb.ly. General Assembly will begin a conversation with the student within seven business days of receipt of the written complaint. If the concerns cannot be resolved, students may submit a written complaint to the campus manager who will attempt to resolve all complaints within 30 days. The Program Operations Manager's decision is final.

External Grievance Procedure

Unresolved grievances may be directed to career.schools@twc.state.tx.us or sent to:

Texas Workforce Commission, Career Schools and Colleges
Room 226T
101 East 15th St.
Austin, Texas 78778-0001

(512) 936-3100
texasworkforce.org/careerschools

Cancellation, Withdrawal & Refund Policy

General Assembly's Right to Cancel

1. General Assembly reserves the right to cancel or postpone a course date or to change a course location at any time. Except in cases of force majeure, students will be entitled, at their discretion, to attend the course at the proposed later date or to receive a full refund of any course fees they have already paid to attend the course on the original date and/or location.
2. General Assembly reserves the right to cancel an enrollment based on conduct violations prior to course start date. If a student display threatening, abusive, or dangerous behavior toward any of our staff or personnel, then GA reserves the right to refuse to allow the student to continue taking the course. In such circumstances, a student will not be entitled to a refund of any fees paid except as mandated by the state's refund policy, and GA reserves the right to prevent the student from taking any course in the future if we feel that is necessary for the protection of our staff or personnel.
3. General Assembly reserves the right to cancel an enrollment if a student has failed to complete the pre-work required for course participation.
4. General Assembly reserves the right to cancel an enrollment or disenroll a student for delinquent past-due balances.

Student's Right to Cancel

1. Cancellation is effective when the student provides a written notice of cancellation in writing to the Student Success team via studentsuccess@generalassemb.ly before the first day of class. The notification is effective when General Assembly receives notice. Students who attend class after they have submitted a notification of intent to cancel or withdraw will be liable for further tuition costs.
2. 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.
3. One Week Course only: Students have the right to cancel their course of instruction, without any penalty or obligation, through attendance at the first class session (the course start date) or the seventh calendar day after enrollment (the execution date of this agreement), whichever is later. If the Enrollment Agreement is canceled, the school will refund the student any money they paid, less a registration or application fee, within 30 days after the notice of cancellation is received.
4. Bootcamp Online (Programs) and Short Course courses only: A full refund will be made to any student who cancels the enrollment contract within 72 hours (until midnight of the third day excluding Saturdays, Sundays, and legal holidays) after the Enrollment Agreement is signed. A full refund will also be made to any student who cancels enrollment within the student's first three scheduled class days, except that the school may retain not more than $100 in any administrative fees charged, as well as items of extra expense that are necessary for the portion of the program attended and stated separately in the Enrollment Agreement.

Withdrawal

Students may withdraw from the course 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 when any of the following occurs:

- The student notifies General Assembly in writing of the student's withdrawal or as of the last date of attendance, whichever is later. The failure of a student to immediately notify General Assembly in writing to the Student Success team via studentsupport@generalassemb.ly of the student's intent to withdraw may delay any applicable refund of tuition to the student.
- General Assembly terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations; absences in excess of maximum set forth by General Assembly; and/ or failure to meet financial obligations to General Assembly. In these cases, the official termination date of enrollment shall be the student's last day in class. If a student has been withdrawn for failure to maintain satisfactory progress or for violations of General Assembly's Attendance Policy, the student can only be readmitted with the approval of the regional director into a future instance of the course after final grades have been issued for the original course.
- The student has failed to attend class for three class meetings without prior approval.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be reenrolled into another General Assembly course following approval by the campus manager.

Refund Policy

Bootcamps Online and Short Course Refunds

Refund computations will be based on scheduled course time of class attendance through the last date of attendance. Leaves of absence, suspensions, and school holidays will not be counted as part of the scheduled class attendance.

1. The effective date of termination for refund purposes will be the earliest of the following:
    - The last date of attendance if the student is terminated by the school.
    - The date of receipt of written notice from the student.
    - Ten school days following the last date of attendance.

2. If tuition and fees are collected in advance of entrance, and if after expiration of the 72-hour cancellation privilege the student does not enter school, not more than $100 in any administrative fees charged shall be retained by the school for the entire residence program or distance education course.

3. If a student enters a residence or distance education program and withdraws or is otherwise terminated after the cancellation period, the school or college may retain not more than $100 in any administrative fees charged for the entire program. The minimum refund of the remaining tuition and fees will be the pro rata portion of tuition, fees, and other charges that the number of hours remaining in the portion of the course or program for which the student has been charged after the effective date of termination bears to the total number of hours in the portion of the course or program for which the student has been charged, except that a student may not collect a refund if the student has completed 75% or more of the total number of hours in the portion of the program for which the student has been charged on the effective date of termination.*

4. Refunds for items of extra expense to the student, such as books, tools, or other supplies are to be handled separately from refund of tuition and other academic fees. The student will not be required to purchase instructional supplies, books, and tools until such time as these materials are required. Once these materials are purchased, no refund will be made. For full refunds, the school can withhold costs for these types of items from the refund as long as they were necessary for the portion of the program attended and separately stated in the Enrollment Agreement. Any such items not required for the portion of the program attended must be included in the refund.

5. A student who withdraws for a reason unrelated to the student's academic status after the 75% completion mark and requests a grade at the time of withdrawal shall be given a grade of "incomplete" and permitted to reenroll in the course or program during the 12-month period following the date the student withdrew without payment of additional tuition for that portion of the course or program.

* A full or partial refund may also be due in other circumstances of program deficiencies or violations of requirements for career schools and colleges.

<u>All Courses</u>

1. A full refund* of all tuition and fees is due and refundable in each of the following cases:
    - An enrollee is not accepted by the school.
    - If the course of instruction is discontinued by the school and this prevents the student from completing the course.
    - If the student's enrollment was procured as a result of any misrepresentation in advertising, promotional materials of the school, or representations by the owner or representatives of the school.
2. The payment of refunds will be totally completed such that the refund instrument has been negotiated or credited into the proper account(s) within 30 days after the effective date of termination.

* A full or partial refund may also be due in other circumstances of program deficiencies or violations of requirements for career schools and colleges.

Refund Policy for Active Military Service

A student at the school or college who withdraws from the school or college as a result of the student being called to active duty in a military service of the United States or the Texas National Guard may elect one of the following options for each program in which the student is enrolled:

- If tuition and fees are collected in advance of the withdrawal, a pro rata refund of any tuition, fees, or other charges paid by the student for the program and a cancellation of any unpaid tuition, fees, or other charges owed by the student for the portion of the program the student does not complete following withdrawal.
- A grade of incomplete with the designation "withdrawn-military" for the courses in the program, other than courses for which the student has previously received a grade on the student's transcript, and the right to reenroll in the program, or a substantially equivalent program if that program is no longer available, not later than the first anniversary of the date the student is discharged from active military duty without payment of additional tuition, fees, or other charges for the program other than any previously unpaid balance of the original tuition, fees, and charges for books for the program.
- The assignment of an appropriate final grade or credit for the courses in the program, but only if the instructor or instructors of the program determine that the student has:
    - Satisfactorily completed at least 90% of the required coursework for the program.
    - Demonstrated sufficient mastery of the program material to receive credit for completing the program.

Tuition and Fees

Online Students			
Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
AI-First Product Management	$100	$2,850	$2,950
AI Workplace Fundamentals	$100	$2,850	$2,950
Applied AI and Deep Learning in Action	$100	$2,850	$2,950
Data Analytics Short Course Online	$100	$4,400	$4,500
Data Analytics Bootcamp Online	$100	$16,350	$16,450
Digital Marketing Short Course Online	$100	$4,400	$4,500
Data Science Short Course Online	$100	$4,400	$4,500
Data Science Bootcamp Online	$100	$16,350	$16,450
Front-End Web Development Short Course Online	$100	$4,400	$4,500
Information Technology Bootcamp Online	$100	$7,500	$7,600
Java Short Course Online	$100	$4,400	$4,500
JavaScript Development Short Course Online	$100	$4,400	$4,500
Project Management Skills with AI	$100	$2,850	$2,950
Python Programming Short Course Online	$100	$4,400	$4,500

React Development Short Course Online	$100	$4,400	$4,500
Software Engineering Bootcamp Online	$100	$16,350	$16,450
User Experience Design Short Course Online	$100	$4,400	$4,500
User Experience Design Bootcamp Online	$100	$16,350	$16,450
Visual Design Short Course Online	$100	$3,400	$3,500

Hybrid Students

Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
Information Technology Basics Short Course Online	$100	$5,600	$5,700
Python Programming Short Course	$100	$3,450	$3,550

Financial Assistance

Payment Policy and Payment Plan Options

Unless otherwise agreed to in a private lending or financing agreement and as approved by General Assembly, all students pay an upfront payment of $250 upon 24 hours of enrollment.

Students are required to pay the remaining full balance at least seven days prior to the course start date or upon enrollment, whichever is later. Students who pay in full are eligible for a discount if they pay all tuition and fees at least two weeks prior to a program start date.

Students are allowed to request a payment plan unless a student is enrolled in a 1-week course. These payment plans must be approved by General Assembly during enrollment. If a student is partially paying for a course and a third party is paying the remainder of the course, students can request to participate in a payment plan for their portion of course costs, which, if approved by General Assembly, will be documented in a payment schedule. These plans are a form of self-payment and don't have any associated fees or interest when paid off prior to the end of the course.

All students make an upfront payment within 24 hours of enrollment, covering the registration fee and tuition deposit. They can then split their tuition into two, three, or four installments due prior to the date of completion. Please refer to the Student Financing Handbook for details on terms and conditions, as well as the application process.

Payment in full is a graduation requirement and certificates of completion will be withheld until full balance is paid. If a 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. Students will incur a $25 fee for declined transactions or returned checks.

General Assembly may, in its sole discretion, refer a student's account to a collection agency without further notice to the student in the event the student is in default in any payment due. To the extent permitted by applicable law, the student agrees to pay all costs incurred by General Assembly in collecting the balance due.

Payment Plan	Upfront Payment (Registration and Fee)	Payment Installments and Schedule
1/2 Payment Option	All students pay an upfront payment of $250 upon 24 hours of enrollment.	1/2 due seven days before course start date 1/2 due a month after previous invoice date
1/3 Payment Option (Not available to students enrolled in courses less than 10 weeks in length.)	All students pay an upfront payment of $250 upon 24 hours of enrollment.	1/3 due 7 days before course start date 1/3 due a month** after previous invoice date 1/3 due a month** after previous invoice date
1/4 Payment Option (Not available to students enrolled in courses less than 10 weeks in length.)	All students pay 1/4 of the total tuition (which includes the $250 due upon enrollment charge) within 24 hours of enrollment.	1/4 due 7 days after course start date 1/4 due three weeks after previous invoice date 1/4 due three weeks after previous invoice date

Students enrolled in 1-week courses are not eligible for any payment plans. Enrolling after the initial installment due date will require payment of any tuition due at the time of enrollment.

Third-Party Sponsor Payment Policy

A third-party sponsor payment form must be completed to provide authorization for General Assembly to bill a student's third party for all or part of their educational expenses.

The following terms and conditions apply to the student for third-party sponsor payment:

- Third-party sponsor payments are not conditional on student performance in or completion of a course. It is the student's responsibility to provide their third-party sponsor the correct information concerning tuition and fees and any other information needed by the third-party sponsor. This is especially true if there are any changes to any charges after the original authorization form is submitted.
- Third-party sponsorship does not relieve a student from any financial responsibility. The student is ultimately responsible for their educational costs. If a third-party sponsorship amount is changed or cancelled, for any reason, the student is responsible for unpaid amounts due to General Assembly. Future sponsorships are not allowed until current sponsorships are paid in full. A student cannot enroll in future courses or receive a certificate of completion until all charges on their account are paid in full.
- Students will be assessed a late-fee (as outlined above) if they fail to make timely payments for all charges not covered by their third-party.

Consumer Information

As a prospective student, you are asked to acknowledge revising this catalog prior to signing an Enrollment Agreement. Students will be provided with a public link (https://generalassemb.ly/regulatory-information) to the General Assembly website where they can download a PDF version of the catalog before receiving an Enrollment Agreement. The catalog will remain available at this link.

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.

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 at General Assembly, the student agrees to abide by the terms stated in the catalog and all school policies.

Legal Considerations

Terms Of Service & Privacy Policy

General Assembly's Terms of Service govern the use of the website and services, and the Privacy Policy describes how and why we process your data.

Appendix A: Ownership, Management, and Faculty

Board of Directors

Gaëlle de la Fosse
Daniele Grassi

Ownership

General Assembly Space, Inc. is a wholly owned subsidiary of Adecco, Inc.

Senior Leadership Team

Daniele Grassi - Chief Executive Officer
Jourdan Hathaway - Senior Vice President, Chief Business Officer
Danielle Chircop - Senior Vice President, Product and Technology
Gretchen Jacobi - Senior Vice President, Enterprise
Gerald Robinson, Vice President, Tax
Jack Habig - Vice President, Head of Finance
Jeffrey Bergin - Vice President, Impact and Experience
Amy Schneider - Vice President, Human Resources
Sharifa Leggett - Vice President, Internal Operations

Duties

General Assembly is governed by a board of directors.

The senior leadership team has overall responsibility to implement strategic goals and objectives of the organization. The team also develops and implements all strategic planning in accordance with the institution's mission and objectives to provide the highest quality of education and services.

VA School Certifying Official

Cristina Rodriquez, sco@ga.co

Faculty

See Appendix B.

Appendix B: Texas Faculty

Texas Campus				
Instructor	Course	Degree	Institution	Years Experience
Cecelia Fryer	Data Analytics SC/Bootcamp Online	Bachelor of Business, Administration	University of Texas, Arlington	13 years
Alex McCarthy	Product Management Short Course Online	Bachelor of Science, Chemical Engineering	Texas A&M University	18 years
Daniel Scott	Software Engineering Bootcamp Online User Experience Design Bootcamp Online Java Short Course Online Python Short Course Online React development Short Course Online Frontend Web Development Short Course Online	Bachelor of Science, Business	University of Phoenix	8 years
David Yim	Software Engineering Bootcamp Online, Frontend Development Short Course Online	Bachelor of Science	University of Binghamton	8 years

Appendix C: Tuition Discount & Scholarship Chart

Tuition Discount	Tuition Discount	Eligibility Criteria	Application Instructions
Alumni Discount	A discount for alumni consisting of 50% off future short courses and 15% off bootcamps	Apply for a different, additional General Assembly program after graduating from one in the past. Be in good financial standing with GA.	Provide a copy of your certificate of completion to an admissions specialist.
Paid in Full Discount	$450 for full-time programs $250 for part-time programs	Students must select a paid-in-full plan and pay their tuition and fees by the earlier of: a) Two weeks from when the EA is sent. b) Two weeks prior to the course start date.	Select the paid-in-full plan and speak with an admissions specialist.
Military Discount	10% off any part-time or full-time course.	Active Military: Be an active member of the United States Armed Forces, National Guards/Reserves or a spouse Veteran: Be a veteran of the United States Armed Forces, National Guards/Reserves or a spouse	Servicemember/Veteran: Submit one military document verifying your status (copy of DD214, Leave and Earnings Statement (LES), copy of cu, or .mil or .gov email address) to an admissions specialist. Spouse: Submit above documentation and a copy of a marriage certificate
Community Tuition Discount	20% off any part-time or full-time course.	Nomination by a member of General Assembly's full-time staff or program faculty.	Referral by a GA employee or teacher to an admissions specialist.
Break the Glass (Diversity) Discount	$1500 off one of the following courses: Software Engineering Bootcamp Online, Data Science Bootcamp Online, Data Analytics Bootcamp Online $500 off the Information Technology Bootcamp Online	Students must: - Be 18 or older - Self-identify as a woman, trans or genderqueer person - Have a current income of less than $40K (USD, CAD, SGD, AUD) OR £28k GBP / year. -Have been admitted to one of the eligible bootcamp programs	Students must self-identify gender identity and income during the admissions process by email to their admissions specialist.
Employee Discount	Short courses are free. Up to $9000 may be applied toward the cost of a bootcamp	All current employees (including instructors) are eligible for the discount with a manager's request/approval as space permits Departing employees who have been at GA more than 1 year and are leaving in good standing with an agreement that allows this benefit are also eligible for the discount as space permits	Employment verified through employee's manager or through HR for departing employees.
Government Employee Discount	A 10% discount on short courses extended to federal, state, and local government employees	Be employed by the government.	Provide proof of employment with the government and have an email address ending in ".gov".
Non-Profit Employee Discount	A 10% discount on short and bootcamp courses extended to non-profit employees	Be a member of any non-profit / 501(c)(3) organizations.	Provide proof of employment with non-profit and have an email address ending in ".org"

Appendix D: Student Code of Conduct & Prohibited Behavior

General Assembly is a community of learners that exists on the basis of shared values and principles. All General Assembly community members are expected to uphold and abide by certain standards of conduct that form the basis of the Student Code of Conduct.

The philosophy and approach to student conduct is educational, focusing on student learning through individual growth and personal responsibility. The Student Code of Conduct applies to all individual students and all General Assembly-recognized student organizations.

For the purpose of applying the Code of Conduct, an individual is considered a student when an offer of admission has been extended. Therefore, if a student violates the Code of Conduct before a course begins, General Assembly reserves the right to apply the Code of Conduct to that behavior. If a student is still an active member of the community and participating in Career Services programming, General Assembly also reserves the right to apply the Code of Conduct to active alumni behavior. Additionally, a student who has permanently withdrawn or graduated may still be held accountable to the Code of Conduct for behavior that occurred before the withdrawal or graduation, even if the information was not brought to the General Assembly's attention before the withdrawal or graduation occurred.

The Code of Conduct may also apply to behavior that occurs online, via email, Slack, Zoom, or by other electronic means. Although General Assembly does not routinely search for policy violations online, if electronically shared information comes to General Assembly's attention, that information may be evaluated as to whether it violates the Code of Conduct and/or warrants further investigation.

Visitors are expected to abide by the Code of Conduct while on property owned or operated by General Assembly or at General Assembly-sponsored or -affiliated programs and events, both in person and online.

As a General Assembly student, if your activities result in violations of law, you are responsible for your actions and any consequences imposed by authorities outside of General Assembly. When student behavior violates the law and the Code of Conduct simultaneously, General Assembly reserves the right to invoke the conduct process independent of, and in addition to, any action by civil or governmental agencies. Students who do not support the academic and ethical goals of General Assembly for themselves and their fellow students may be subject to penalties, up to and including expulsion. In general, General Assembly will attempt to resolve a situation without expulsion. Verbal warnings and written warnings may precede this final and most serious of actions. Where General Assembly deems the integrity, safety or well-being of the school, students, staff, clients, visitors, and other guests is in danger then expulsion may be applied at General Assembly's discretion at any point in the process.

The Code of Conduct articulates behaviors that are prohibited or unacceptable because they do not align with the value of respect central to our community.

Prohibited behaviors include:

- Bullying: Repeated and/or severe behavior that is likely to intimidate or intentionally harm or control another person physically or emotionally, and which is not protected by freedom of expression. This includes behavior that may occur online (also known as cyberbullying), in person, by telephone, mail, or any other action, device, or method.
- Hazing: Method of initiation into or conduct of any student organization or group, whether on public or private property, which willfully or recklessly endangers the physical or mental health of any student or other person.
- Stalking: Stalking is repetitive acts and/or communications targeted at an individual that would cause a reasonable person to fear for their safety or the safety of others, or to experience

substantial emotional distress. Stalking may include repeatedly following, harassing, threatening, or intimidating another by telephone, mail, electronic communication, or any other action, device, or method. Incidents where stalking may be sex-based are subject to the definitions and procedures outlined in the Sexual Misconduct policy and Equal Opportunity, Harassment, and Non-Discrimination policy.

- Physical Harm: Intentionally or recklessly (by action or inaction) causing physical harm or endangering the health or safety of any person or group of people.
- Threatening Behaviors: Written, verbal, or physical conduct that causes a reasonable expectation of injury to the health or safety of any person or damage to any property.
- Hindering Freedom of Expression or Movement: Hindering freedom of expression or of movement of any person or group of people.
- Disruptive Behavior: Verbal, written, or physical actions that cause a disruption to the orderly operation of General Assembly, other institutions or communities, or the lives of any person or group. This includes, but is not limited to, obstruction of teaching, administration, General Assembly events and activities, and interference with student staff, law enforcement, or emergency personnel.
- Hazardous Materials: Possessing, using, or distributing explosives (including fireworks and ammunition), guns (including air, BB, paintball, facsimile weapons, and pellet guns), or other weapons or dangerous objects such as arrows, axes, machetes, nun chucks, throwing stars, or knives, including the storage of any item covered under this section in a vehicle parked on General Assembly-owned or -operated property.
- Hazardous Behavior: Intentionally or recklessly engaging in behavior that may endanger the health, wellbeing, or safety of any person or group of people. This includes, but is not limited to, violating public health guidelines, dangerous pranks, tampering with electrical equipment, hanging out of, or climbing from, to, or on windows, balconies, roofs, etc.
- Inappropriate Public Conduct: Deliberately and publicly exposing one's intimate body parts, urinating, or defecating in public, or engaging in public sexual activity. This includes, but is not limited to, sexual activity in any campus area and/or online.
- Interfering With the Rights of Others: Interfering with the rights of others to enter, use, or leave any facility, service, or activity to which they have been accorded access.
- Retaliation: Any intentional adverse action taken against an individual who is participating, attempting to participate, or is perceived to be participating in some way in the conduct process including, but not limited to, by making a report or participating in an investigation. Retaliation includes, but is not limited to, verbal or implied threats, physical or psychological abuse, intimidation, harassment (verbal or written), or any other action intended to create a hostile environment for the intended target of the retaliation. In addition, isolation may constitute retaliation under this policy if the target of the isolation is deprived of an educational opportunity or benefit as a result of that isolation.
- Copyright Infringement: Downloading, sharing, using, or misusing copyrighted materials, including, but not limited to, General Assembly or organizational names and images, without authorization. This includes, but is not limited to, unauthorized distribution or public posting of an instructor's original assignments or course materials.
- Destruction or Damage: Destruction, damage, or defacing of General Assembly property or the individual property of another, regardless of intention.
- Unauthorized Possession of Property: Knowingly maintaining possession of property belonging to another person or entity without authorization or permission from the owner. This includes General Assembly owned furniture or equipment.
- Unauthorized Use of Credentials: Possessing or using an account, access code, or credentials assigned to another.
- Unauthorized Entry: Trespassing or making unauthorized entry into buildings, rooms, or property, both in person and in the online environment.

- Gambling: Gambling for money or other valuables on General Assembly property or in any General Assembly-owned or -operated building except as part of an authorized fundraising activity. Regardless of location, any gambling not permitted by law is a violation of this policy.
- Failure to Comply: Failing to comply with reasonable requests of General Assembly staff or of public health officials, law enforcement, or emergency personnel.
- Failure to Evacuate: Failing to exit immediately any building when an alarm has been activated or as directed by General Assembly or emergency personnel.
- Tampering With Safety Equipment: Tampering with, obstructing, displacing, or damaging of any fire or safety equipment including, but not limited to, alarms, alarm protectors, fire safety devices (such as smoke detectors, sprinklers, or carbon monoxide detectors), fire extinguishers, security cameras, emergency-exit signage, red window safety tabs, card-access devices, or any door-locking mechanism.
- Violation of Law: Any behavior that violates local laws that is not otherwise a violation of General Assembly policy.