

CATALOG

International Campuses



October 1, 2017 – December 31, 2017



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OUR STORY

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

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

MISSION / OBJECTIVES

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

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

GOVERNANCE & APPROVALS

General Assembly is governed by a Board of Directors as viewed in Appendix A.

General Assembly Singapore's full-time courses (Web Development Immersive and User Experience Design Immersive) are approved by the Council for Private Education.

FACILITY AND EQUIPMENT

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

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

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

HOLIDAYS

General Assembly is closed on the following federal holidays:

London:

New Year's Day, Good Friday, Easter Monday, Christmas Day, Boxing Day

Melbourne & Sydney:

New Year's Day, Australia Day, Good Friday, Easter Saturday, Easter Sunday, Easter Monday, ANZAC Day, Queen's Birthday, Labour Day, Christmas Day, Boxing Day

Hong Kong:

To be added.

Singapore

To be added.

COURSES OFFERED

There are two categories of courses offered at GA: full-time immersive courses and part-time courses. GA's full-time immersive courses are designed to prepare students for a new career in their field of study. Part-time courses are designed to help students level up on a skillset and create an initial portfolio of work in their field of study.

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

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

Courses Offered	Course Length (Instructional Hours)	Type of Course	
		Part-time	Immersive
Android Development Immersive	420 hours / 12 weeks		✓
Data Analytics*	40 hours / 10 weeks or 1 week	✓	
Data Analysis Circuit (Online)	60 hours / 10 weeks	✓	
Data Science*	60 hours / 10 weeks*	✓	
Data Science Immersive*	480 hours / 12 weeks		✓
Digital Marketing*	40 hours / 10 weeks or 1 week	✓	
Digital Marketing Circuit (Online)	30 hours / 5 weeks	✓	
Front-End Web Development*	60 hours / 10 weeks	✓	
HTML, CSS & Web Design Circuit (Online)	60 hours / 10 weeks	✓	
iOS Development Immersive	480 hours / 12 weeks		✓
JavaScript Development*	60 hours / 10 weeks*	✓	
JavaScript Circuit (Online)	80 hours / 10 weeks	✓	
Product Management*	40 hours / 10 weeks or 1 week	✓	
User Experience Design*	40 hours / 10 weeks or 1 week	✓	
User Experience Design Circuit (Online)	48 hours / 6 weeks	✓	
User Experience Design Immersive	400 hours / 10 weeks		✓
Visual Design*	32 hours / 8 weeks	✓	
Web Development Immersive	480 hours / 12 weeks		✓
Web Development Immersive Remote (Online)	455 hours / 13 weeks		✓

*Offered both in-person and remotely.

ADMISSION POLICY AND PROCEDURE

ENTRANCE REQUIREMENTS AND ENROLMENT DATES

Admission into any General Assembly course requires that the student be 18 years or older.

Course Specific Admissions Requirements

In addition, following are specific course requirements for admission:

Course	Course Specific Admissions Requirements
Data Science	Basic Statistics Experience Familiarity with Programming Fundamentals and Ruby Language
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
JavaScript Development	Basic Computer Skills Exposure to HTML, CSS, and JavaScript
iOS Development Immersive	Swift & Object Oriented Programming Fundamentals
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, JavaScript Experience Exposure to Ruby on Rails Completion of Admissions Task
Front-End Web Development	Basic Computer Skills
Android Development Immersive	Object Oriented Programming Fundamentals

REQUIRED EQUIPMENT

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

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

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

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

ADMISSIONS PROCEDURE

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

Step 1

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

Step 2

Move forward with select applicants to a phone interview. During the phone interview we are looking to understand more about your background and you'll have the chance to ask us any questions you have. If the phone interview is successful we'll move you on to...

Step 3

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

Step 4

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

Step 5

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

Course	Course Specific Admissions Requirements
Data Science	Basic Statistics Experience Familiarity with Programming Fundamentals and Ruby Language
Data Science Immersive	Strong mathematical foundation, basic familiarity with programming concepts.
JavaScript Development	Basic Computer Skills Exposure to HTML, CCS, and JavaScript
iOS Development Immersive	Swift & Object Oriented Programming Fundamentals
Web Development Immersive and Web Development Immersive Remote	Basic HTML, CSS, JavaScript Experience Exposure to Ruby on Rails Completion of Admissions Task
Front-End Web Development	Basic Computer Skills
Android Development Immersive	Object Oriented Programming Fundamentals

PRE-WORK REQUIREMENT FOR THE FOLLOWING COURSES

- » Android Development Immersive
- » Data Analytics
- » Data Science
- » Data Science Immersive
- » Front-End Web Development
- » iOS Development Immersive
- » JavaScript Development
- » Product Management
- » User Experience Design Immersive
- » Web Development Immersive
- » Web Development Immersive Remote

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

expected but we're hoping you will become excited by what you uncover and dig further.

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

ADMISSIONS DEADLINE

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

COURSE DESCRIPTIONS AND OBJECTIVES

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

ANDROID DEVELOPMENT IMMERSIVE

Immersive (420 Hours / 12 Weeks)

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

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

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

- » Create several of their own Android apps, the last of which will be Google Play Store ready.
- » Program with Java and XML
- » Utilize Android Studio as an integrated development environment (IDE) to build their Android apps
- » Develop apps for multiple Android devices, including phones and tablets
- » Integrate Google Play services (e.g location, maps, analytics) into apps
- » Utilize Google's Material Design guidelines and best practices in order to create beautiful and functional apps

- » Utilize third-party APIs and libraries
- » Manage the performance of an app based on how it uses memory and battery resources
- » Apply best practices to make code more readable, more efficient, and easier to work with by refactoring
- » Test and iterate an app's concept and mechanics through various different prototyping methods: from paper to digital.
- » Work collaboratively with fellow developers in order to plan out an entire design sprint, from research, ideation, definition, and execution of an app idea.

DATA ANALYTICS

Part-time (40 Hours / 10 Weeks or 1 week)

Data is now an integral part of every organization. To be successful in today's data-driven world, all organizations need to learn how to leverage data to help make critical decisions. It is a requirement for every employee to know how to analyze, interpret and make defensible recommendations with data. In this course, you will learn how to use data to guide and inform your organization when making critical business decisions.

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

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

- » Explain the value of data
- » Utilize statistics to describe a dataset and validate the analysis of data
- » Clean datasets using Excel's functionality
- » Analyze datasets using visualizations and pivot tables 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 efficiency SQL queries
- » Build compelling and clear visualizations in Tableau
- » Deliver effective presentations with data

DATA ANALYSIS CIRCUIT

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

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

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

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

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

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

DATA SCIENCE

Part-time (60 Hours / 10 Weeks)

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

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

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

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

DATA SCIENCE IMMERSIVE

Immersive (480 Hours / 12 Weeks)

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

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

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

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

- » Collect, extract, query, clean, and aggregate data for analysis
- » Perform visual and statistical analysis on data using Python and its associated libraries and tools
- » Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms

- » Use appropriate data visualization tools to communicate findings
- » Present clear and reproducible reports to stakeholders
- » Identify big data problems and understand how distributed systems and parallel computing technologies are solving these challenges
- » Apply question, modeling, and validation problem solving processes to datasets from various industries to gain insight into real-world problems and solutions

DIGITAL MARKETING

Part-time (40 Hours / 10 Weeks or 1 Week)

The marketing landscape has changed. The question is no longer about whether or not your company needs to market itself online, but how your company can create the most impact by leveraging a range of digital marketing tools, tactics and techniques. Whether you work for – or aspire to work for – a startup, agency or large organization, this course will rapidly provide you with the practical skills to create and manage powerful online marketing campaigns.

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

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

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

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

DIGITAL MARKETING CIRCUIT

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

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

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

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

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

- » Understand how the traditional marketing funnel has changed
- » Compare and contrast the various stages of the conversion funnel
- » Explore which elements of the traditional marketing funnel are still relevant to marketers
- » Compare and contrast paid and content marketing
- » Breakdown different paid advertising opportunities on social media

- » Identify how keywords can affect search engine optimization (SEO)
- » Explore how on-site marketing works and the ways to optimize those efforts
- » Understand the importance of email marketing to retention marketing
- » Understand the difference between metrics and KPIs
- » Identify the KPIs that matter most when measuring a campaign

FRONT-END WEB DEVELOPMENT

Part-time (60 Hours / 10 Weeks)

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

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

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

HTML, CSS & WEB DESIGN CIRCUIT

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

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

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

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

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

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

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

IOS DEVELOPMENT IMMERSIVE

Immersive (480 Hours / 12 Weeks)

iOS, first introduced in 2007, was the breakthrough platform that started it all. Now, almost 9 years later, iOS 9 (the latest version of the platform) continues to push the boundaries of what is possible with innovations in mobile payment, health care, and cloud technology. With 1 billion active devices running iOS worldwide, the future of iOS matters more than ever. iOS Developers are highly in-demand as more and more companies realize the importance of being present in the App Store.

In this 12-week course, students become junior-level iOS developers by getting hands-on experience with Swift, Xcode, the iOS SDK, Apple's Human Interface Guidelines, Core Data and SQLite, HTTP, REST, APIs, and other professional development skills. Students will develop their own ideas into functional iOS apps, creating a portfolio of work, and embarking on the career path of an iOS developer.

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

- » Create several of their own iOS apps, the last of which will be App Store ready
- » Program with Swift, Apple's new, open-source programming language
- » Utilize Xcode as an integrated development environment (IDE) to build their iOS apps
- » Develop apps for multiple iOS devices, including phones and tablets
- » Integrate iOS frameworks (e.g. UIKit, MapKit, Notification Center) into apps
- » Utilize Apple's Cocoa Touch design guidelines and best practices in order to create beautiful and functional apps
- » Utilize third-party APIs and libraries
- » Manage the performance of an app based on how it uses memory and battery resources
- » Apply best practices to make code more readable, more efficient, and easier to work with by refactoring
- » Test and iterate an app's concept and mechanics through various different prototyping methods, from paper to digital
- » Work collaboratively with fellow developers in order to plan out an entire design sprint, from research, ideation, definition, and execution of an app idea

JAVASCRIPT DEVELOPMENT

Part-Time (60 hours / 10 weeks)

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

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

By the end of this course, students will learn:

- » To work with JavaScript, jQuery, the browser and the DOM
- » The fundamentals of JavaScript frameworks and libraries
- » The fundamentals of object-oriented programming to position students to more easily another object-oriented

languages

- » How to consume data from APIs and persist data using a back-end-as-a-service provider like Parse or Firebase
- » How to build a modern, single-page application using common design patterns

JAVASCRIPT CIRCUIT

Part-Time, Online (80 hours / 10 weeks)

JavaScript is a popular and powerful programming language for the web that allows developers to create dynamic and interactive user experiences. With JavaScript, developers are able to add interactivity and effects that can set their web pages, products, and designs apart. In their most recent 2015 reports, GitHub and RedMonk list JavaScript as the world's most popular programming language. General Assembly's own 2015 jobs report created in conjunction with Burning Glass lists JavaScript as the web development skill with the highest demand in the job market. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

In this course, students will learn the fundamentals of JavaScript with a focus on front-end development. For their final project students will develop an interactive web design showcasing their development skills for their portfolio.

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

- » Write well-structured and documented JavaScript that adheres to best practices
- » Add interactivity to websites by manipulating DOM elements based on user input
- » Utilize jQuery in order to speed up development of interactive features
- » Capture user input using browser events and store that input using variables.
- » Read API documentation, consume data from third-party APIs and present data to the user
- » Apply basic programming control structures, define functions and utilize comparison operators and understand the role of context and the use of the 'this' variable

PRODUCT MANAGEMENT

Part-time (40 Hours / 10 Weeks or 1 Week)

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

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

In this course, students will explore the different processes and skills required to guide product development from ideation through execution and iteration in an Agile development environment.

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

- » Clearly describe the role of a product manager
- » Effectively determine key risks and assumptions of a given product in order to test it

- » Navigate the customer development process by conducting effective user interviews and developing user personas
- » Prioritize features based on criteria such as business goals, level of effort and impact on the user
- » Demonstrate understanding of basic Agile principles; effectively deliver well-constructed user stories with acceptance criteria
- » Create wireframes, MVPs, and basic prototypes in order to test assumptions
- » Utilize usability tests and other user research tactics
- » Speak fluently with developers in regards to technology and technical constraints
- » Measure a product's success and track its lifecycle

USER EXPERIENCE DESIGN

Part-time (40 Hours / 10 Weeks or 1 Week)

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

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

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

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

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

USER EXPERIENCE DESIGN CIRCUIT

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

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

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

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

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

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

USER EXPERIENCE DESIGN IMMERSIVE

Immersive (400 Hours / 10 Weeks)

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

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

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

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

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

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

products and prototypes

- » Identify how to use specific design tools and visual design hacks
- » Translate wireframes and mockups into basic prototypes using front-end web development skills such as HTML, CSS, and JavaScript

VISUAL DESIGN

Part-time (32 Hours / 8 Weeks)

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

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

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

WEB DEVELOPMENT IMMERSIVE

Immersive (480 Hours / 12 Weeks)

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

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

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

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

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

- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)
- » Create more structured and maintainable code by applying JavaScript frameworks such as Backbone.js, Node.js, etc. to your applications
- » Make sure your application is secure by applying best practices to avoid site crashes and service attacks

WEB DEVELOPMENT IMMERSIVE REMOTE

Immersive, Online (455 Hours / 13 Weeks)

This 13-week course provides students with a breadth of web development skills, enabling them to build full stack web applications. Our course is built around the broader history of web development. This means that our students graduate with a solid base of fundamental 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.

Because we're focused on preparing our students for a career in technology, we want each graduate to leave WDI Remote with a body of work they can use in their job search to discuss and demonstrate what they are capable of contributing to a company.

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

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

ACADEMIC POLICIES

HOMEWORK

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

HOURS

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

STANDARDS OF PROGRESS

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

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

Course Length	Evaluation Point
30 hours / 5 weeks	15 hours / 2.5 weeks
30 hours / 10 weeks	15 hours / 5 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 6 weeks	24 hours / 3 weeks
60 hours / 10 weeks	30 hours / 5 weeks
80 hours / 10 weeks	40 hours / 5 weeks
100 hours / 10 weeks	50 hours / 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 weeks
480 hours / 12 weeks	240 hours / 6 weeks
455 hours / 13 weeks	227.5 hours / 6.5 weeks

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

4. Tuition must be paid in full by the end of the course to receive a letter of completion, unless other arrangements have been made with your Admissions Producer before the course starts.

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

GRADING SYSTEM

Students are graded on an academic grading system:

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

PROBATION

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, he or she is dismissed from the program. Students dismissed for unsatisfactory academic progress may re-enter General Assembly subject to approval by the Regional Director.

ATTENDANCE

With prior approval from General Assembly, students in full-time programs are permitted to miss up to 3 excused class meetings and students in part-time programs are permitted to miss up to 3 excused class meetings. Students in weekend format classes are permitted to miss 1 excused class meeting. Students in one-week courses must attend every class.

A class meeting is defined as the instructional hours provided on one calendar day. 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 its discretion. Unexcused absences are not permitted except in exceptional circumstances. Students who have been excessively absent may be withdrawn. Please refer to the Withdrawal Policy as outlined in the catalog.

Attendance is taken at every class meeting at the start of class. Three late arrivals and/or early departures will constitute one absence.

MAKE-UP WORK

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

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

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

COMPLETION

A Certificate of Completion is issued within 30 days of the end of the course to each student who has successfully fulfilled the General Assembly requirements of obtaining a “Pass” in a course and paid their tuition in full.

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.
2. Students have the right to cancel or withdraw from their course, per General Assembly's Cancellation, Withdrawal and Refund Policy.
3. Students have the right to file a grievance, per General Assembly's Grievance Procedure.

STUDENT CONDUCT AND DISMISSAL

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

General Assembly has a zero tolerance policy towards plagiarism and cheating. It is destructive to classroom culture, and exhibits a clear lack of respect for classmates, instructors, the company, and the greater community. Any work considered to have been plagiarised will not be accepted and will not count towards graduation requirements. If a project exhibits evidence of plagiarism or cheating, the student will not be able to display the project at a GA-sponsored class "science fair" or "meet & greet." Any student found plagiarising or attempting to plagiarise will be disciplined accordingly (including but not limited to removal from class).

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

EQUAL OPPORTUNITY

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

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

DIVERSITY AND INCLUSION VALUES STATEMENT

General Assembly abides by a diversity and inclusion values statement. Our entire community upholds this commitment, and we maintain shared responsibility across our global campuses to live these values. General Assembly strives to make the future of tech as vibrant as the world it inhabits through a global commitment to diversity and inclusion.

At General Assembly, we are diverse. We foster an international community comprised of different backgrounds, experiences, identities, and perspectives. We work to ensure that everyone has a place at the table at General Assembly, regardless of race, gender, gender identity, gender expression, age, sexual orientation, disability status, religious affiliation, socioeconomic status, or political persuasion. We consistently leverage the diverse experiences of our community members to transform the narrative of diversity within the tech, data, business, and design communities. We also strive to ensure that the GA community is not just a reflection of the world today, but of the world we want to see in the future.

At General Assembly, we are inclusive. We celebrate and welcome diversity unbound by social hierarchies, and collectively work to foster mutual respect, empathy, and common cause. We provide welcoming spaces for growth conversation and empowerment on our campuses and strive to build greater cultural competence within our community. We also commit to supporting opportunities beyond our walls to promote access, break down barriers, and empower future generations of leaders in the tech industry.

STUDENT SERVICES

EMPLOYMENT ASSISTANCE

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

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

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

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

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

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

GRIEVANCE PROCEDURE

INTERNAL GRIEVANCE PROCEDURE

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

CANCELLATION, WITHDRAWAL AND REFUND POLICY

General Assembly's cancellation, withdrawal, and refund policies may vary location. Please review the following policies and the location specific policies that apply to your campus location.

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. If this happens you will be entitled, at your discretion, to attend the course at the proposed later date, or to receive a full refund of any course fees you have already paid to attend the course on the original date and/or location.
2. General Assembly reserves the right to cancel an enrolment based on conduct violations prior to course start date. If you display threatening, abusive or dangerous behaviour towards us or any of our staff or personnel, then we reserve the right to refuse to allow you to continue taking the course. In such circumstances you will not be entitled to a refund of any fees paid except as mandated by your state's refund policy and we reserve the right to prevent you 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 to cancel an enrolment if a student has failed to complete the pre-work required for course participation.

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 of the student's intent to withdraw may delay any applicable refund of tuition to the student.
- » General Assembly terminates the student's enrolment 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 enrolment 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 3 class meetings without prior approval.

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

STUDENT CANCELLATION & REFUND POLICY

- » **London**

STUDENT'S RIGHT TO CANCEL

There are a number of statutory and non-statutory rights of cancellation available to you, with potential for a corresponding refund under certain circumstances. Please see our full booking terms and conditions of courses at <https://generalassemb.ly/uk-terms-and-conditions> for detail.

Consumer Rights

You have the right to cancel a Contract within a period of 14 days after the day on which the Contract is entered into (Cooling-Off Period) without giving any reason. If you cancel, you will receive a full refund of Fees paid in accordance with our refunds policy (see below). To cancel a Contract within the Cooling-Off Period, you must clearly inform us (General Assembly Space, Limited, GA London at the 1 Commercial Street, E1 7PT London United Kingdom, +44 (0) 20 3308 9506, london@generalassemb.ly) of your decision to cancel the Contract by a clear statement (e.g., a letter sent by post, fax or email). Or you may complete our cancellation form available on the Site at generalassemb.ly/regulatory-information and return it to the address specified in that form. If you wish to cancel during the Cooling-Off Period, you must notify us by one of the methods set out above before the Cooling-Off Period has expired. Details of the consumer rights described above, and an explanation of how to exercise them, are provided in the Entry Confirmation or Email Confirmation (as applicable). Nothing in this section affects your legal rights.

Express consent to start services

If your Course Start Date falls before the expiry of the Cooling-Off Period, then you expressly request that we begin the supply of services (i.e. the provision of the Course) before the end of the Cooling-Off Period. If you are taking a course which lasts less than 14 days you acknowledge that once you have completed the Course you lose the right to cancel.

If you wish to cancel the Contract during the Cooling-Off Period (before you lose the right to cancel (see above)) and you have started your Course then we are entitled to retain a reasonable portion of the Fees to reflect the work undertaken by us up to the point of cancellation which may include any administrative costs we have incurred or room booking costs incurred on your behalf in order to arrange the Course.

Cancelling a Course

In addition to the consumer rights set out above, you may also cancel your Contract with us at any time, even after you have started the Course. If you wish to cancel the Contract after the Cooling-Off Period has expired, all such requests must be submitted in writing to the Regional Director who can be contacted at +44 (0) 20 3308 9506 or london@generalassemb.ly. Depending on when you cancel, you may or may not be entitled to a refund of Fees paid. Please see our refunds policy below for further detail.

REFUND

Any refund due to you will depend on whether you cancel a Contract within the Cooling-Off Period or not.

We will refund any money received from you using the same method originally used by you to pay for your booking, unless agreed otherwise.

CANCELLING WITHIN THE COOLING-OFF PERIOD

If you cancel a Contract within the Cooling-Off Period and your Course has not begun, we will reimburse all payments received from you. If you cancel a Contract within the Cooling-Off Period and your Course has begun, we will reimburse payments received from you subject to our right to retain a reasonable portion of the Fee in certain circumstances.

Amount of Training	Refund Amount
During the cooling off period (before the course has begun)	100% of tuition and fees
During the cooling off period (after the course has begun)	100% tuition

AFTER THE COOLING OFF PERIOD

If you cancel a Contract after the Cooling-Off Period has expired we will reimburse payments received from you, less a £100 non-refundable registration fee, in accordance with the following:

Refunds are determined based on the proration of tuition and percentage of program completed at withdrawal, up until 50% of the program. You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course. The amount of the refund shall be calculated based on the last day of student attendance.

General Assembly will process the refund due to you as soon as possible and, in any case, not later than 14 days after the day on which we were informed about your decision to cancel the Contract.

» Melbourne & Sydney

STUDENT'S RIGHT TO CANCEL

1. Cancellation occurs when the student provides a written notice of cancellation at the address of attendance stated on the enrolment agreement. This can be done by email or by hand delivery. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
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 Enrolment Agreement.
3. You have the right to cancel your course of instruction, without any penalty or obligation, through the drop-out deadline for your course is 5 pm on Saturday on the first week of your course.
4. If the Enrolment Agreement is canceled, the school will refund the student any money he/she paid, less the registration fee within 30 days after the notice of cancellation is received.

TRANSFER

Prior to 5 pm on Saturday on the first week of your course (drop-out deadline), students may be granted one transfer (subject to management approval, class availability and demonstration of extenuating circumstance) into a different course or a different instance of the same course. No transfers will be granted after the drop-out deadline. All transfer requests must be made in writing to your course producer. If your transfer request is granted, a transfer fee of A\$500 for immersives will apply.

Should you be granted a transfer and transfer into an upcoming course or another course instance, you will be liable for the full course fees for that course plus the transfer fee.

REFUND

Refunds are determined based on the proration of tuition and percentage of program completed at withdrawal, up until 50% of the program. You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course.

All refunds will be paid within 30 days of withdrawal. For the purposes of determining the date of withdrawal, the date shall be the earliest of (i) the date on which the student gives written notice to General Assembly or (ii) the date on which the student is deemed to have withdrawn.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender or third party.

- » **Hong Kong**
To be determined.
- » **Singapore**
To be determined.

PAYMENT POLICIES

PAYMENT POLICY

Unless otherwise agreed to in a private lending or financing agreement and as approved by General Assembly, all students pay an deposit upon 24 hours of enrolment. Students are required to pay the remaining full balance at least 7 days prior to the course start date or upon enrolment, whichever is later.

Students are allowed to request a payment plan unless a student is enrolled in a one-week course. These payment plans must be approved by General Assembly during enrolment. 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.

Payment in full is a graduation requirement and certificates of completion will be withheld until full balance is paid. To the extent permitted by applicable law, the student agrees to pay all costs incurred by General Assembly in collecting the balance due.

THIRD-PARTY SPONSOR PAYMENT POLICY

A Third-Party Sponsor Payment Form must be completed to provide authorisation 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 authorisation 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.

APPENDIX A

BOARD OF DIRECTORS

Adam Pritzker

Richard Barth

Todd Chaffee

Jason Stoffer

Jacob Schwartz

David Bradley

Steven Newhouse

MANAGEMENT

Jake Schwartz, Chief Executive Officer

Scott Kirkpatrick, President & Chief Operating Officer

John Rucker, Chief Financial Officer

Shiren Vijisangham, Chief Product Officer, Chief Academic Officer

Liz Simon, General Counsel + VP External Affairs

REGIONAL DIRECTORS

Julien (JDB) Deslanges-Blanch, London

Monique Brasher, Melbourne

Elisia Retsas, Sydney

Simon Lim, Hong Kong

Aziza Sheerin, Singapore

APPENDIX B

LOCATIONS

London

1st Floor,
114 Whitechapel High Street
London, E1 7PT
+44 2033089506
london@generalassemb.ly

Sydney

Main Campus
Podium Building
1 Market Street
Sydney, NSW 2000
+612 8318 2912
sydney@generalassemb.ly

Melbourne

12A, 45 William Street
Melbourne, Australia 3000
+61 (03) 8592 7303
melbourne@generalassemb.ly

Hong Kong

8F, 33 Des Voeux Road Central
Hong Kong
+852 5808 0015
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Singapore

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Singapore 229572
+65 31589593
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