GENERAL ASSEMBLY

Catalog

Texas

January 1, 2020–December 31, 2020

Volume 5, Version 1

Contents

Our Story

General Assembly is a pioneer in education and career transformation, specializing in today's most in-demand skills: data science, digital marketing, web development, design, and product management. The leading source for training, staffing, and career transitions, we foster a flourishing community of professionals pursuing careers they love.

Through innovative training and hiring programs, GA helps companies — including more than 40 of the Fortune 100 — source talent, train teams, and assess skills to identify growth opportunities. Our assessments in digital marketing, data science, and web development enable companies to benchmark their teams' competencies to identify gaps and guide investments in skill development.

What began as a co-working space in 2011 has since grown into an award-winning global learning experience with campuses in 22 cities and over 50,000 graduates worldwide. We offer full and part-time programs, in person and online.

Our Mission

Our mission is to foster a global community of individuals empowered to pursue the work they love. Our vision is to become a company recognized around the world for building transparent pathways to industry's most transformational work. 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 each others' 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 licensed by the Texas Workforce Commission, Career Schools and Colleges. 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.

Facility 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, on-floor restrooms, daytime storage for student belongings, and a full kitchen for Immersive student use. GA does not currently provide equipment for student use or loan. A laptop with an up-to-date operating system and wireless Internet capability is required for all of our courses, as further described in our Admissions Policy.

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

Holidays

General Assembly is closed on the following holidays. Instructors may choose to reschedule class on additional dates with advance notice to students. Opportunities will be provided to make up any material missed.

Date	Holiday
Jan 1, 2020	New Year's Day
Jan 20, 2020	MLK Day
Feb 17, 2020	President's Day
May 25, 2020	Memorial Day
Jul 3, 2020	Independence Day Observed
Sep 7, 2020	Labor Day
Nov 11, 2020	Veterans Day
Nov 25, 2020	Day before Thanksgiving
Nov 26, 2020	Thanksgiving Day
Nov 27, 2020	Day after Thanksgiving
Dec 24, 2020	Christmas Eve
Dec 25, 2020	Christmas Day
Dec 28, 2020	Christmas Holidays
Dec 29, 2020	Christmas Holidays
Dec 30, 2020	Christmas Holidays
Dec 31, 2020	New Year's Eve

Hours

Class Hours

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

Administration Hours

Monday–Friday, 9 a.m.–6 p.m.

Enrollment Period

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 meeting. 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.

School Addresses

General Assembly – Austin
600 Congress Ave.
Austin, TX 78701

General Assembly – Dallas
1722 Routh Street, Suite 900
Dallas, TX 75201

General Assembly – Houston
1301 Fannin Street, 21st Floor
Houston, TX 77002

Courses Offered

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

General Assembly offers the following courses. Availability at each location may vary. The maximum class size is 30 students. Online class sizes extend to 35. All on-campus courses are taught in a classroom.

Students receive all lessons and materials on the first day of class. Certificates of completion are issued within seven days of the end of the course.

Immersive Courses

Courses Offered	Course Length (Instructional Hours)	Course offered in the following formats	
		Part-time	Full-time
Data Science Immersive	480 hours / 12 weeks		x
Data Science Immersive Remote (Online)	480 hours / 12 weeks or 24 weeks	x	x
Software Engineering Immersive	480 hours / 12 weeks or 24 weeks	x	x
Software Engineering Immersive Remote (Online)	420 hours / 12 weeks or 24 weeks	x	x
User Experience Design Immersive	400 hours / 10 weeks		x
User Experience Design Immersive	480 hours / 12 weeks or 24 weeks	x	x
User Experience Design Immersive Remote (Online)	480 hours / 12 weeks or 24 weeks	x	x

Non-Immersive Courses

Courses Offered	Course Length (Instructional Hours)	Course offered in the following formats	
		Part-time	Full-time
Data Analytics*	40 hours / 1 or 10 weeks	x	
Data Science*	60 hours / 10 weeks	x	
Digital Marketing*	40 hours / 1 or 10 weeks	x	
Front-End Web Development*	60 hours / 10 weeks	x	
JavaScript Development*	60 hours / 10 weeks	x	
Product Management*	40 hours /1 or 10 weeks	x	
Python Programming*	40 hours /1 or 10 weeks	x	
React Development*	40 hours / 1 or 10 weeks	x	

Courses Offered	Course Length (Instructional Hours)	Course offered in the following formats	
		Part-time	Full-time
User Experience Design*	40 hours / 1 or 10 weeks	x	
Visual Design*	32 hours / 1 or 8 weeks	x	

**Offered both on campus and online.*

Class Schedule

Immersive course hours run from 9 a.m. to 5:30 p.m. with an hour break for lunch. Part-time 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.

Admissions Policy and Procedure

Entrance Requirements and Enrollment Dates

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

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:

1. The Admissions interview.

2. Receipt of prior education documentation, as stated in the Admissions Policy.

3. 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.

Course-Specific Admissions Requirements

Admissions decisions are also based on the following:

Course	Course-Specific Admissions Requirements
Data Science	• Basic statistics experience. • Familiarity with programming fundamentals and Python programming language
Data Science Immersive	• Basic computer literacy, basic statistics experience, familiarity with programming fundamentals and python programming • Diagnostic assessment.
Front-End Web Development	• Basic computer skills.
JavaScript Development	• Basic computer skills. • Exposure to HTML, CSS, and JavaScript.
React Development	• Familiarity with HTML and the Document Object Model (DOM). • Working JavaScript ability with basic programming concepts, especially functions, objects, arrays, and classes.
Software Engineering Immersive and Software Engineering Immersive Remote	• Basic HTML, CSS, and JavaScript Experience. • Diagnostic Assessment.
User Experience Design Immersive	• Diagnostic assessment.

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 Software Engineering Immersive and Software Engineering Immersive Remote courses, all students are required to use Mac laptops. All 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 Software Engineering Immersive students to be able to run Mac OS X 10.8 Mountain Lion. 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 is more efficient. 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 five 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 select applicants forward to a phone interview. During this interview, we'll learn more about your background, and you'll have the chance to ask questions. If the phone interview is successful, we'll move you on to...

Step 3
A diagnostic assessment and/or pre-admit work (if applicable to your chosen course), and...

Step 4
Set a date to interview with alumni or instructors (if applicable to your chosen course). During this interview, we may ask you brain teasers/logic questions, discuss the diagnostic assessment you completed, or have you describe/demonstrate skills covered in pre-admit work or submit a readiness assessment.

Step 5
Once you have completed all requisite steps in this process, you will receive confirmation of your admission from your Admissions representative.

Each prospective student must provide documentation of prior education as outlined in the Admissions Policy for their course of interest and, as applicable, documentation of the following experience:

Course	Course Specific Admissions Requirements
Data Science and Data Science Remote	• Basic statistics experience. • Familiarity with programming fundamentals and Python programming language
Data Science Immersive and Data Science Immersive Remote	• Basic computer literacy, basic statistics experience, familiarity with programming fundamentals and python programming • Diagnostic assessment.
Front-End Web Development and Front-End Web Development Remote	• Basic computer skills.
JavaScript Development and JavaScript Development Remote	• Basic computer skills. • Exposure to HTML, CSS, and JavaScript.
React Development and React Development Remote	• Familiarity with HTML and the Document Object Model (DOM). • Working JavaScript ability with basic programming concepts, especially functions, objects, arrays, and classes.
Software Engineering Immersive and Software Engineering Immersive Remote	• Basic HTML, CSS, and JavaScript Experience. • Diagnostic Assessment.
User Experience Design Immersive and User Experience Design Immersive Remote	• Diagnostic assessment.

Pre-course assignments are required for the following programs:

- Data Analytics
- Digital Marketing
- Data Science
- Data Science Immersive
- Data Science Immersive Remote
- Front-End Web Development
- JavaScript Development

- Product Management
- Python Programming
- React Development
- Software Engineering Immersive
- Software Engineering Immersive Remote
- User Experience Design
- User Experience Design Immersive
- User Experience Design Immersive Remote

Pre-work is up to 80 hours of preparatory assignments we give to students after they've been accepted and enroll in the program. It is designed to introduce you to many of the topics you'll 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 you are excited by what you uncover and inspired dig further.

If a student is unable to complete the pre-work prior to the first day of the course and seeks to cancel their enrollment, they should refer to the Cancellation Policy.

Admissions Deadline

For all courses, the Admissions deadline is 24 hours prior to the first class meeting. 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.

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 shall 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 expelled 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 or expelled due to violation of code of conduct, 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.

Transfer of Credit

General Assembly courses are not credit-bearing. General Assembly does not 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

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.

Data Analytics (Seminar)

Subject hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: 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, you will learn how to use data to guide and inform your organization when making critical business decisions.

This course is ideal 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 learn to create data dashboards and various visualizations to communicate insights using Excel and Tableau. This course culminates in a presentation in which you'll share the results of your own analysis on a data set with your classmates and instructional team.

Unit 1: Interpretation (14 hours)
Practice using Excel to conduct basic data cleaning, aggregation, analysis, and visualization.

Unit 2: Querying and Organizing Data in SQL (16 hours)
Use SQL to conduct advanced data querying, cleaning, and aggregation.

Unit 3: Visualization (10 hours)
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 (Seminar)

Subject hours: 60 hours / 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: Ever wonder how the Netflix recommendation engine works? Or how Amazon determines which items "you may also like?" All of this is made possible by training a computer to learn using the large amounts of data that exist in these systems.

This course offers a practical introduction to the interdisciplinary field of data science and machine learning, which exists at the intersection of computer science, statistics, and business. You'll learn to use the Python programming language to help you acquire, parse, and model your data. A significant portion of the course will involve hands-on training in fundamental modeling techniques and machine learning algorithms. These enable you to build robust predictive models of real-world data and test their validity. You'll also gain practice communicating your results, as well as insight into how to build more intelligent systems that take advantage of the data you have.

Unit 1: Data Foundations (8 hours)
Discover the fundamentals of evidential science by executing basic functions in Python.

Unit 2: Working With Data (10 hours)
Practice exploratory data analysis for cleaning and aggregating data, and understand the basic statistical testing values of your data.

Unit 3: Data Science Modeling (10 hours)
Branch from traditional statistics into machine learning and explore supervised learning techniques including classification and regression.

Unit 4: Data Science Applications (12 hours)
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.

Data Science Immersive (Program)

Subject hours: 480 hours / 12 weeks (Immersive, Full-time, On-campus)

Prerequisites: 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 and strong mathematical foundation, basic familiarity with programming concepts.

Course Description: 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 to eCommerce sites, to public policy problems, people are using data to solve and innovate around 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. This knowledge is pertinent for every industry — whether it's used by businesses, nonprofits, or government organizations, data helps us make better decisions.

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

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**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: Fundamentals
Subject Hours: 40 (20 lecture hours, 20 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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

Subject Hours: 40 (16 lecture hours, 24 lab hours)
Prerequisites: Unit 1: Fundamentals
Subject Description: 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
Subject Hours: 100 (65 lecture hours, 35 lab hours)
Prerequisites: Unit 2: Exploratory Data Analysis
Subject Description: 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
Subject Hours: 220 (120 lecture hours, 100 lab hours)
Prerequisites: Unit 3: Classical Statistical Modeling
Subject Description: 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
Subject Hours: 80 (20 lecture hours, 60 lab hours)
Prerequisites: Unit 4: Machine Learning Models
Subject Description: 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.

** There is no additional charge for pre-work.*

Data Science Immersive Remote (Program)

Subject hours: 480 hours / 12 weeks or 24 weeks (Immersive, Full-time or Part-time, Online)

Prerequisites: 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 and strong mathematical foundation, basic familiarity with programming concepts.

Course Description: 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 to eCommerce sites, to public policy problems, people are using data to solve and innovate around the world's business and social problems.

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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

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TOTAL		**241**	**239**		**480**

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Unit 1: Fundamentals
Subject Hours: 40 (20 lecture hours, 20 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 40 (16 lecture hours, 24 lab hours)
Prerequisites: Unit 1: Fundamentals
Subject Description: 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
Subject Hours: 100 (65 lecture hours, 35 lab hours)
Prerequisites: Unit 2: Exploratory Data Analysis
Subject Description: 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
Subject Hours: 220 (120 lecture hours, 100 lab hours)
Prerequisites: Unit 3: Classical Statistical Modeling
Subject Description: 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

Subject Hours: 80 (20 lecture hours, 60 lab hours)
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Subject Description: 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.

** There is no additional charge for pre-work.*

Digital Marketing (Seminar)

Subject hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: Digital marketing involves so much more than writing clever Instagram captions. It's a true competitive advantage that leads businesses to profit, and it's the future of the marketing profession.

In this course, you will get hands-on experience with Facebook Ads, Google AdWords, Google Analytics, and conducting SEO research and optimization. You'll also dive into the world of metrics and learn to measure the success of your campaigns.

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 (4 hours)
Topics covered include: Objective-First Framework; developing a campaign strategy; and single-, multi-, and omni-channel marketing.

Unit 2: Customer Insights (4 hours)
Topics covered include: customer personas and empathy maps.

Unit 3: Social Media (4 hours)
Topics covered include: ad campaigns, target customer groups, and performance analysis.

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

Unit 5: SEO and Content Strategy (4 hours)
Topics covered include: keyword search and content strategy.

Unit 6: Google Analytics (4 hours)
Topics covered include: audience, acquisition, behavior, and conversion.

Unit 7: Measurement (4 hours)
Topics covered include: attribution in optimization and the pros and cons of different models.

Unit 8: Testing (4 hours)
Topics covered include: A/B tests for Facebook, AdWords, and websites.

Unit 9: Email Marketing (4 hours)
Topics covered include: ESP and CRM data and personalized email campaigns.

Unit 10: Digital Advertising (4 hours)
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 (Seminar)

Subject hours: 60 hours / 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: 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 (20 hours)
An introduction to building static webpages using HTML and CSS.

Unit 2: Programming and JavaScript (20 hours)
An exploration of programming basics with JavaScript.

Unit 3: Building In Concert (20 hours)
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.

JavaScript Development (Seminar)

Subject hours: 60 hours / 10 weeks (Non-Immersive)

Prerequisites: 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 and exposure to HTML and CSS.

Course description: 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. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

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

Unit 2: The Browser and APIs (15 hours)
Use JavaScript to interact with web browsers, the DOM, and APIs.

Unit 3: Persisting Data and Advanced Topics (15 hours)
Understand advanced programming topics and persist user data via a back-end service provider.

Unit 4: Building and Deploying Your App (15 hours)
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.

Product Management (Seminar)

Subject hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: Taking an idea and turning it into a product that changes people's daily lives requires a certain discipline; the ability to consider and balance business requirements, 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 their users, their market, and their organizations better than anyone, allowing 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.

Unit 1: Introduction to Product Management (4 hours)
Discover the role of product management and its varied responsibilities during each phase of the product development cycle.

Unit 2: Product Discovery Process (8 hours)
Understand business needs, the market and competitive landscape, and user needs to identify opportunities.

Unit 3: Defining Product Features (8 hours)
Validate assumptions with prototypes from the UX team, prioritize features based on value to the business and plan upcoming work using a roadmap, epics and user stories.

Unit 4: Agile with Developers (8 hours)
Get to know various development methodologies and common Agile terminology while working hand-in-hand with the development team.

Unit 5: Continuous Discovery (4 hours)
Gather customer insights on an ongoing basis and use data to manage the health of your product.

Unit 6: Stakeholder Management (6 hours)
Develop communication strategies for dealing with different stakeholders.

Unit 7: Presentation (2 hours)
Present your final project and discuss how you can grow in your current role or a new product management role.

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

- Clearly define the role of a product manager.
- Effectively determine key risks and assumptions surrounding a given product in order to prioritize research and discovery work.
- 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.

- Implement agile best practices to manage team workflow and continuously deliver value to users.
- Gather user feedback via MVPs, interviews, experiments and testing in order to validate hypotheses.
- Speak fluently with developers, designers and other stakeholders regarding priorities, requirements and workflows.
- Measure a product's success and track its life cycle using metrics and OKRs.
- Act as a squad leader to drive collaboration and productivity on a product team.

Python Programming (Seminar)

Subject hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: This course introduces students to programming in Python. Learn programming fundamentals and build an application in this project-based, hands-on course. Apply your 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.

This course provides professionals with the know-how needed to program in Python — no prior coding experience required. Python is a popular, well-supported, and "readable" programming language that anyone from a manager to an analyst can leverage to their advantage. Whether you have experience in programming or are looking to get started for the first time, this course will put you on the fast track to honing your skills.

Unit 1: Programming and Python Fundamentals (4 hours)
Topics covered include: an introduction to programming with variables.

Unit 2: Control Flow (6 hours)
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 (4 hours)
Topics covered include: an introduction to object-oriented programming, dictionaries, sets, classes and class instance variables, and inheritance.

Unit 4: Common Python Troubleshooting (2 hours)
Topics covered include: variable scope, debugging principles and techniques, and intermediate variables.

Unit 5: Intermediate Python (8 hours)
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 (8 hours)
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 (8 hours)
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.
- Leverage Python skills in the context of data science or web applications.

React Development (Seminar)

Subject Hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: The React framework was built to solve one main problem: handling large applications with data that changes over time. This course introduces students to React, the front-end JavaScript library, and its popular accompanying package, React Router. By the end of this course, students will have built a functioning web application and compiled a series of projects into a portfolio.

This course provides professionals with the skills needed to develop applications using React. We begin with basics of React, such as components, JSX, props, and state to build a basic functioning app. Then, we dive into more fundamental concepts like unidirectional flow to truly understand how React works and what else we can use it to accomplish.

Unit 1: Key React Concepts (7 hours)
Explore React fundamentals, rendering components, and passing props.

Unit 2: React State (7 hours)
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 (3 hours)
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 (3 hours)
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 (4 hours)
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 (16 hours)
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.
- Embed an API into a React app.
- Host a React app on Heroku to share with the world.

Software Engineering Immersive (Program)

Subject hours: 480 hours / 12 weeks (Immersive, Full-time, On-campus) and 480 / 24 weeks (Immersive, Part-time, On-campus)

Prerequisites: 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 and basic HTML, CSS, and JavaScript experience.

Course Description: There's never been a better time to start a career as a software engineer. In fact, the U.S. Bureau of Labor Statistics predicts that employment growth in this sector will top 24 percent between 2016 and 2026. From startups to Fortune 500 companies, there is a growing demand for software engineers who can creatively solve problems and implement robust, sustainable solutions.

This in-person Immersive 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.

Because we're focused on preparing our students for a career in technology, we want each graduate to leave the program 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.

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	**Front End Development**	**48**	**112**		160
Unit 2	**Full Stack Development**	**38.5**	**81.5**		120
Unit 3	**Front End Frameworks**	**32.5**	**71.5**		104
Unit 4	**API's and Full Stack Development**	**17.5**	**78.5**		96
TOTAL		**136.5**	**343.5**		**480**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: Front End Development
Subject Hours: 160 hours (48 lecture hours, 112 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 120 hours (38.5 lecture hours, 81.5 lab hours)
Prerequisites: Unit 1
Subject Description: 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
Subject Hours: 104 hours (32.5 lecture hours, 71.5 lab hours)
Prerequisites: Unit 2
Subject Description: 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
Subject Hours: 96 hours (17.5 lecture hours, 78.5 lab hours)
Prerequisites: Unit 3
Subject Description: 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:

- Code webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript
- Demonstrate programming fundamentals and software engineering best practices.
- Understand version control and collaborative software development with Git and GitHub.
- Develop full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Build full-stack applications by leveraging common design and architectural patterns like model–view–controller (MVC) and Representational State Transfer (REST).
- Safely model and sort data in SQL and NoSQL databases.
- Consume and integrate third-party application programming interfaces (APIs) in an application.
- Build a richly interactive front-end web application development with modern JavaScript frameworks such as React.
- Deploy applications to the web via cloud-based hosting.
- Implement common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solve algorithm challenges and analyze the computational complexity of algorithms using Big O notation.

Software Engineering Immersive Remote (Program)

Subject hours: 420 hours / 12 weeks (Immersive, Full-time, Online) and 420 / 24 weeks (Immersive, Part-time, Online)

Prerequisites: 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 and basic HTML, CSS, and JavaScript experience.

Course Description: There's never been a better time to start a career as a software engineer. In fact, the U.S. Bureau of Labor Statistics predicts that employment growth in this sector will top 24 percent between 2016 and 2026. From startups to Fortune 500 companies, there is a growing demand for software engineers who can creatively solve problems and implement robust, sustainable solutions.

This online Immersive 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.

Because we're focused on preparing our students for a career in technology, we want each graduate to leave the program 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.

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**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: Front End Development
Subject Hours: 140 hours (42 lecture hours, 98 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 105 hours (34 lecture hours, 71 lab hours)
Prerequisites: Unit 1

Subject Description: 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
Subject Hours: 90 hours (28 lecture hours, 62 lab hours)
Prerequisites: Unit 2
Subject Description: 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
Subject Hours: 85 hours (15 lecture hours, 70 lab hours)
Prerequisites: Unit 3
Subject Description: 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:

- Code webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript
- Demonstrate programming fundamentals and software engineering best practices.
- Understand version control and collaborative software development with Git and GitHub.
- Develop full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Build full-stack applications by leveraging common design and architectural patterns like model–view–controller (MVC) and Representational State Transfer (REST).
- Safely model and sort data in SQL and NoSQL databases.
- Consume and integrate third-party application programming interfaces (APIs) in an application.
- Build a richly interactive front-end web application development with modern JavaScript frameworks such as React.
- Deploy applications to the web via cloud-based hosting.
- Implement common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solve algorithm challenges and analyze the computational complexity of algorithms using Big O notation.

User Experience Design (Seminar)

Subject hours: 40 hours / 1 or 10 weeks (Non-Immersive)

Prerequisites: 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.

Course description: 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 on 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 digital products delightful for users.

Unit 1: Design Process (4 hours)
Topics covered include: an intro to UX and design thinking.

Unit 2: Rapid Prototype (10 hours)
Topics covered include: user research and prototyping.

Unit 3: Hi-Fidelity Prototype (14 hours)
Topics covered include: user stories and feature prioritization and visual design.

Unit 4: Refine (4 hours)
Topics covered include: onboarding and behavior change.

Unit 5: Presentation and Next Steps (8 hours)
Topics covered include: UX mini-project and final presentations.

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 (Program)

Immersive, Full-time, On-campus (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 devoted 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 both address the needs of customers and bring them joy and delight. This requires a great deal of empathy,

imagination, and skill.

Our User Experience Design Immersive 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, UXDI was made for those who are seriously looking to enter the world of user experience.

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

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	**Building a Minimal Viable Product**	**25**	**15**		40
Unit 2	**Discovery and User Experience Design**	**75**	**30**		105
Unit 3	**Interaction and Interface Design**	**50**	**30**		80
Unit 4	**Mobile and Future of UX**	**60**	**20**		80
Unit 5	**Working in the Real World**	**55**	**40**		**95**
TOTAL		**265**	**135**		**400**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: Building a Minimal Viable Product
Subject Hours: 40 hours (25 lecture hours, 15 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: Dive into the UX design process by creating an app prototype through user research, participatory design, sketching, and testing.

Unit 2: Discovery and User Experience Design
Subject Hours: 105 hours (75 lecture hours, 30 lab hours)
Prerequisites: Unit 1
Subject Description: Apply the building blocks of user experience design to eCommerce websites through information architecture, wireframing, prototyping, and testing.

Unit 3: Interaction and Interface Design
Subject Hours: 80 hours (50 lecture hours, 30 lab hours)
Prerequisites: Unit 2
Subject Description: Build a brand-new product or feature for an existing brand by applying the entire design process of user research, creating personas, ideation, sketching, interaction design, interface design, and prototyping.

Unit 4: Mobile and Future of UX
Subject Hours: 80 hours (60 lecture hours, 20 lab hours)
Prerequisites: Unit 3
Subject Description: Optimize a well-known product into a mobile and companion wearable app by utilizing Apple's Human Interface Guidelines, Google's Material Design, and other mobile design patterns.

Unit 5: Working in the Real World
Subject Hours: 95 hours (55 lecture hours, 40 lab hours)

Prerequisites: Unit 4
Subject Description: Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem. Exercise professional design skills, including feature prioritization, client management, and project planning.

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

- Identify the most effective methods of user research for any given project and how to implement it.
- Organize vast amounts of information, from articles in a magazine to items on an eCommerce site, in a way that makes sense to users.
- Design the behavior of digital products in order to support user goals.
- Communicate use of a digital product through visual design to ensure that users can effectively interact with it.
- Articulate your thinking and process via words (written and verbal) and pictures (sketches, wireframes, decks).
- Utilize business requirements and technical constraints/abilities in order to design products that can be successfully launched.
- 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.

User Experience Design Immersive (Program)*

Subject hours: 480 hours / 12 weeks or 24 weeks (Immersive, Full-time or Part-time, On-campus)
**Course available in some campuses on March 9, 2020*

Prerequisites: 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.

Course description: 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 devoted 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 both address the needs of customers and bring them joy and delight. This requires a great deal of empathy, imagination, and skill.

Our User Experience Design Immersive 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, UXDI was made for those who are seriously looking to enter the world of user experience.

This immersive course will prepare students to think like designers and approach problems strategically in order to create the next generation of great apps, websites, and digital products.

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**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: UX Foundations
Subject Hours: 80 hours (28 lecture hours, 52 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 80 hours (30 lecture hours, 50 lab hours)
Prerequisites: Unit 1: UX Foundations
Subject Description: 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
Subject Hours: 80 hours (26 lecture hours, 54 lab hours)
Prerequisites: Unit 2: UI Foundations
Subject Description: 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
Subject Hours: 80 hours (30 lecture hours, 50 lab hours)
Prerequisites: Unit 3: Design Iteration and Development
Subject Description: 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
Subject Hours: 120 hours (24 lecture hours, 96 lab hours)
Prerequisites: Unit 4: Working with a Product Team

Subject Description: 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
Subject Hours: 40 hours (13 lecture hours, 27 lab hours)
Prerequisites: Unit 5: UX in the Real World
Subject Description: 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.

** There is no additional charge for pre-work.*

User Experience Design Immersive Remote (Program)*

Subject hours: 480 hours / 12 weeks or 24 weeks (Immersive, Full-time or Part-time, On-line)
**Course available on March 30, 2020*

Prerequisites: 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.

Course description: 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 devoted

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 both address the needs of customers and bring them joy and delight. This requires a great deal of empathy, imagination, and skill.

Our User Experience Design Immersive 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, UXDI was made for those who are seriously looking to enter the world of user experience.

This immersive course will prepare students to think like designers and approach problems strategically in order to create the next generation of great apps, websites, and digital products.

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**

*Instructor-led lab consists of working on unit projects to apply what is learned during lecture to build a portfolio.

Unit 1: UX Foundations
Subject Hours: 80 hours (28 lecture hours, 52 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: 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
Subject Hours: 80 hours (30 lecture hours, 50 lab hours)
Prerequisites: Unit 1: UX Foundations
Subject Description: 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
Subject Hours: 80 hours (26 lecture hours, 54 lab hours)
Prerequisites: Unit 2: UI Foundations
Subject Description: 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

Subject Hours: 80 hours (30 lecture hours, 50 lab hours)
Prerequisites: Unit 3: Design Iteration and Development
Subject Description: 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
Subject Hours: 120 hours (24 lecture hours, 96 lab hours)
Prerequisites: Unit 4: Working with a Product Team
Subject Description: 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
Subject Hours: 40 hours (13 lecture hours, 27 lab hours)
Prerequisites: Unit 5: UX in the Real World
Subject Description: 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.

** There is no additional charge for pre-work.*

Visual Design (Seminar)

Subject hours: 32 hours / 8 weeks (Non-Immersive)

Prerequisites: 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.

Course description: This eight-week course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products. This course was created for developers, user experience designers, product managers, digital marketers, and anyone else looking to learn the essentials of visual design. You'll learn how to use layout, typography, color theory, and design thinking to create various elements of an identity system, including a company logo, an email marketing template, a landing page, a responsive website, a presentation template, and a mobile app.

Unit 1: Tools for Digital Design (4 hours)
Discover the features and functionalities of design tools.

Unit 2: Design Discovery (4 hours)
Compile mood boards to help guide your design direction.

Unit 3: Composition Principles for Digital Design (2 hours)
Use layout principles and grid theory to create low-fidelity compositions.

Unit 4: Color Theory for Digital Design (8 hours)
Explore the psychology and principles behind using color to drive impactful design.

Unit 5: Typography (4 hours)
Use typography best practices to make effective type decisions.

Unit 6: Designing Interfaces and Interactions (4 hours)
Apply user experience design best practices and user interface patterns to visual design.

Unit 7: Responsive Design (2 hours)
Learn best practices for designing across devices: smartphones, tablets, desktops, and more.

Unit 8: Final Presentations (4 hours)
Cap off the course by presenting your polished design.

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.

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 hours. One hour of instructional time is defined as a 60-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 absences than the amount allowed, which varies by program.

3. Receive a passing grade on all course projects and complete any assigned assessments as applicable. Students are formally evaluated* for progress toward completion at the following point:

Course Length	Evaluation Point
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
420 hours / 12 weeks	210 hours / 6 weeks
420 hours / 24 weeks	210 hours / 12 weeks
480 hours / 12 weeks	240 hours / 6 weeks
480 hours / 24 weeks	240 hours / 12 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 certificate of completion, unless other arrangements have been made with your Admissions representative before the course starts.

Grading System

Students are graded on an academic system. Incomplete grades are final.

Grade	Definition
4.0	Exceeds expectations
3.0	Meets expectations
2.0	Does not meet expectations
1.0	Incomplete

Probation

For Immersive courses, the following shall apply:

1. General Assembly shall place a student making unsatisfactory progress for the program at the end of a progress evaluation period (two weeks) on academic probation for the next progress evaluation period. If the student on academic probation achieves satisfactory progress for the subsequent progress evaluation period, but does not achieve the required grades to meet overall satisfactory progress for the program, the student may be continued on academic probation for one more progress evaluation period.

2. If a student on academic probation fails to achieve satisfactory progress for the first probationary progress evaluation period, the student's enrollment shall be terminated.

3. The enrollment of a student who fails to achieve overall satisfactory progress for the program at the end of two successive probationary progress evaluation periods shall be terminated.

For part-time courses, the following shall apply:

General Assembly shall record a student's grades at the midpoint and end of each progress evaluation period. A student not making satisfactory progress at the midpoint shall be placed on academic probation for the remainder of the progress evaluation period. If the student does not achieve satisfactory progress by the end of the probationary period, the student's enrollment shall be terminated.

Attendance

Attendance is taken by teachers 15 minutes after class begins and 15 minutes prior to class ending. Any student who arrives to class more than 15 minutes late will be marked tardy, and any student who is not present 15 minutes prior to class ending will be marked early departure. Three late arrivals and/or early departures will constitute one absence.

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 for the type of course they are taking may be withdrawn (please refer to the Withdrawal Policy).

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 mitigating 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.

Immersive Courses
With prior approval from General Assembly:

- Students in full-time, non-flex immersive programs are permitted to miss up to three excused class meetings.
- Students in part-time, flex immersive programs are permitted to miss up to twenty four instructional hours in total.

Non-immersive Courses
With prior approval from General Assembly, students in part-time 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 1-week courses must attend every class.

Religious Accomodation 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.

Being absent from class or other educational responsibilities does not excuse students from keeping up with any information shared or expectations set during the missed class. Students will still be required to meet all graduation requirements in order to successfully complete the course with a Letter of Completion. Students are responsible for obtaining materials and information provided during any class missed. The student shall work with the instructor to determine a schedule for making up missed work.

Leave of Absence Policy

A leave of absence is to be granted only in extenuating circumstances, such as an accident, prolonged illness, maternity leave, or the death of a relative. The school is expected to explain the implications of a leave to the student. 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. Some programs are too short to make a leave of absence practical.

A retention evaluation upon return is to be performed when the leave extends beyond 30 days.

The school director is expected to review the student's request, preferably in person with the student requesting the leave. Not all leave requests should be granted. All leaves of absence must be requested and approved in writing.

Transfer

Admission to a General Assembly program is non-transferable. Students who wish to change programs must elect to withdraw from their current program and then 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, regional director approval is required for acceptance.

Make-Up Work

No more than 5% of the total course time hours for a program may be made up.

Students who miss coursework because of an absence that was approved prior its occurrence 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 one-on-one meetings with instructors to review missed content, as well as utilize the provided resources library (see Library section below).

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

Extensions

Under extenuating circumstances, instructors may grant an extension on a project or allow a student to re-submit a project. Any resubmissions or extensions granted must be made in writing between the student and the instructor and local student experience team.

Completion

A certificate of completion is issued within seven days of the end of the course to each student who has successfully fulfilled General Assembly's requirements of obtaining a "pass" and has 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, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate.

2. Students have the right to view their own academic records.

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

4. Students have the right to file a grievance, per General Assembly's Grievance Procedure.

Student Conduct and Dismissal

General Assembly is a community of learners. Should a student be disruptive to the community, they may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats toward other students, instructors, or staff; illegal activities conducted or discussed on or around campus; the failure to

observe classroom or campus conduct standards set forth by instructors or staff; or other behavior identified as disruptive to the learning environment of other students by instructors or staff. Students may also be withdrawn for academic violations, per General Assembly's Withdrawal Policy below.

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 plagiarized will not be accepted and will not count toward 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 plagiarizing or attempting to plagiarize 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 and recreational drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from re-enrollment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be readmitted to General Assembly. Prior to disciplining or dismissing a student for violations of student conduct, the campus director shall provide the student with a written description of the violation and the disciplinary action and provide the student with a reasonable opportunity to respond and/or request additional information from the school.

General Assembly is committed to taking all reasonable steps to ensure the students have the opportunity to successfully complete their programs and has a commitment to ensure that within this general framework that all students are treated fairly and equitably. 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 and the conditions under which a student may be expelled with cause can be found in Appendix D.

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, 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.

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 comprising 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

Academic Advising

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

Housing

General Assembly does not provide student housing.

Library

Each General Assembly campus has a library, which contains relevant reading and course materials for the school's classes and is open during regular campus hours. To check out items from the library, students should speak directly with their course producer. Enrolled students are also given access to an online resource, which houses course-specific learning resources and tools. General Assembly also has a plethora of partnerships with vendors that allow students to get free or discounted licenses for any learning software products (i.e., Adobe, Axure, Tableau) that are required by the curriculum.

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 and participation in all Outcomes programming.

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

- Hiring events.
- Employer referrals.
- GA Profiles and job board.
- Career development events and exposure to industry professionals, such as mock interviews, portfolio reviews, studio tours, and panels.
- One-on-one support and office hours.

General Assembly cannot and does not guarantee employment or salary. Student completion and job placement information for certain campuses is provided.

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.

Students may view their own academic records. Students who seek to view their own records should contact their school director.

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

Grievance Procedure

Internal Grievance Procedure

When a concern occurs, the student is asked to discuss the concern directly with their 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. 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.

External Grievance Procedures

Unresolved grievances may be directed 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, and 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. 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 enrollment based on conduct violations prior to course start date. If you display threatening, abusive, or dangerous behavior toward 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 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 occurs when the student provides a written notice of cancellation at the address of attendance stated in the Enrollment 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 Enrollment Agreement.

3. In-person, part-time courses (non-Immersive) only: You have the right to cancel your 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. Immersive (residence) and part-time Remote 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 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 regional director.

Refund Policy

Immersive and Part-Time Remote (Residence) 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 day 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 synchronous distance education course.

3. If a student enters a residence or synchronous 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.

In-Person Part-Time Courses (Non-Immersive)

1. Refund computations will be based on the period of enrollment computed on basis of course time (clock hours).

2. The effective date of termination for refund purposes will be the earliest of the following:

- The last date of attendance.
- The date of receipt of written notice from the student.

3. If tuition and fees are collected in advance of entrance and the student does not enter school, no more than $100 shall be retained by the school.

4. If the student fails to enter the seminar, withdraws, or is discontinued at any time before completion of the seminar, the student will be refunded the pro rata portion of tuition, fees, and other charges that the number of class hours remaining in the seminar after the effective date of termination bears to the total number of class hours in the seminar.

** More simply, the refund is based on the precise number of course time hours the student has paid for but not yet used at the point of termination, up to the 75%.*

All Courses

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.

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

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.

Refund Policy for Active Military Service

A student of 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:

    1. Satisfactorily completed at least 90% of the required coursework for the program.

    2. Demonstrated sufficient mastery of the program material to receive credit for completing the program.

Tuition and Fees

Payment Policy

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 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.

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.

Income Share Agreement Policy

Students in select programs may meet the eligibility criteria and elect to participate in a deferred tuition arrangement (also referred to as an income share agreement or "ISA"), whereby the student agrees to enroll in the program and to pay tuition plus an additional charge upon completion of the course after finding a job.

An ISA requires a student to pay a fixed percentage of earned income each month for a fixed period of time, with

the total payment capped at the tuition for the program plus, for those students whose earnings are sufficiently high, additional amounts (as with finance charges for loans, these extra amounts generally defray administrative costs and the risk of non-payment). Monthly payments are recalculated when earned income changes, based on information provided by the graduate, such as an updated pay stub. During any months that earned income is below a certain threshold, the graduate will be placed in a deferment status and will not make payments.

Each ISA has a payment term, which includes a grace period following completion of the program. Students electing to participate in an ISA have the option of prepaying the ISA in full at any time by paying an amount equal to the payment cap less all previous monthly payments and plus any outstanding fees, even if the time that the student was allotted to pay tuition after completion of his or her program has not yet expired.

A student's monthly payments end upon the earliest to occur of: (i) the date the required number of monthly payments are made; (ii) the date the graduate has paid the amount of the payment cap; or (iii) after the end of the payment term, which may be extended by any deferments for up to 48 months.

If a student withdraws from their program, they will still responsible for their ISA payments (based on a prorated amount and subject to General Assembly's refund policy).

The full terms and conditions of a student's deferred tuition arrangement will be set forth in an ISA signed by the student and General Assembly.

Tuition and Fees

Course	Fee (Non-Refundable)	Tuition	Total Cost
Data Analytics	$100	$3,850	$3,950
Data Science	$100	$3,850	$3,950
Data Science Immersive	$100	$15,850	$15,950
Data Science Immersive Remote	$100	$15,850O	$15,950
Digital Marketing	$100	$3,850	$3,950
Front-End Web Development	$100	$3,850	$3,950
JavaScript Development	$100	$3,850	$3,950
Product Management	$100	$3,850	$3,950
Python Programming	$100	$3,850	$3,950
React Development	$100	$3,850	$3,950
Software Engineering Immersive	$100	$14,850	$14,950
Software Engineering Immersive Remote	$100	$14,850	$14,950
User Experience Design	$100	$3,850	$3,950
User Experience Design Immersive	$100	$14,850	$14,950
User Experience Design Immersive Remote	$100	$14,850	$14,950
Visual Design	$100	$2,700	$2,800

Financial Assistance

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

Loans

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

Consumer Information

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

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

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

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

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

Appendix A

Board of Directors

Jacob Schwartz

Sergio Picarelli

Philipp Lustenberger

Ownership

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

Regional Directors

John Madigan, J.D., Los Angeles

Ali Pisano, M.S., San Francisco

*Paul Gleger, M.S., Washington, D.C.

*Mickey Slevin, MBA, New York

*Brennan Mendez, Seattle

*Denise Foss, M.A., Atlanta

*Anne Bosman, MBA, Boston

*Ramon Solis Lara, B.A., Chicago

Eric Partlow, MBA, Austin

Meagan Moakes, B.A., Dallas

Eric Partlow (interim), MBA, Houston

Adele McCarthy-Beauvais, MBA, Denver

**VA point of contact on campus*

Management

Jacob Schwartz, MBA, Chief Executive Officer

Liz Simon, J.D., co-Chief Operating Officer

Kieran Luke, MBA, co-Chief Operating Officer

Philipp Lustenberger, MBA, Chief Financial Officer

Scott Zaloom, B.A., President

Laura Youngblom, MBA, Global Director of Admissions

Faculty

See Appendix B.

Appendix B

Texas Faculty

The following faculty will be teaching upcoming courses. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website.

Austin Campus

Instructor	Course	Degree	Institution	Years Experience
Shari Bare	UXDI	Master of Arts, communication	University of Alabama	9 years
J Beightol				
Philip Cannata	AN	Ph.D.	University of Notre Dame	30+ years
Dan Corbin	PDM	Bachelor of Arts, political science	University of Mary Washington	3 years
Riley Dallas	WDI	Bachelor of Business Administration	Texas A&M University	9 years
Rachel Denton	DGM	Master of Science, environmental engineering	University of Texas, Austin	6 years
Celia Fryer	AN	Bachelor of Business Administration	University of Texas, Arlington	10 years
Gregory Godreau	DSI	Bachelor of Science, mechanical engineering	Rensselaer Polytechnic Institute	10 years
Nate Jefree	DGM	Master of Business Administration	Duke University	11 years
Shahzad Khan	WDI	Master of Public Administration and Political Science	University of Houston	4 years
Alex McCarthy	PDM	Bachelor of Science, chemical engineering	Texas A&M University	15 years
Mike Myles	UXD	Bachelor of Arts, electrical engineering	Fairfeild University	8 years
Alex O'Neal	UXDI	Bachelor of Science	Texas Women's University	15 years
Jared Rogers	UXDI	Bachelor of Arts, design and visual communication	University of Northern Iowa	5 years

Dallas Campus

Instructor	Course	Degree	Institution	Years Experience
Daniel Scott	SEI	Bachelor of Science, Business	University of Phoenix	5 years

Houston Campus

Instructor	Course	Degree	Institution	Years Experience
Tyler Lane	SEI	Bachelor of Science, Computer Science	Eckerd College	5 years

Appendix C

Tuition Discount and Scholarship Chart

	Tuition Discount or Scholarship Amount	Eligibility Criteria	Application Instructions
Alumni Discount	Depending on the course taken and the course sought after, alumni can receive anywhere from $75 to $2,000 off.	Apply for a different, additional General Assembly program after graduating from one in the past.	Provide a copy of your certificate of completion to an Admissions representative.
Prepay 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 Enrollment Agreement is sent. B. Two weeks prior to the course start date.	Select the paid-in-full plan and speak with an Admissions representative.
Veterans Discount	10% off any part-time or full-time course.	Members of the United States Armed Forces, National Guard, and Reserves.	Submit one military document verifying your status (copy of DD214, copy of current military ID, or .mil or .gov email address) to an Admissions representative.
Community Tuition Discount	$100 for part-time online programs $200 for part-time on-campus programs $500 for full-time programs	Nomination by a member of General Assembly's full-time staff or program faculty.	Referral by a GA employee or teacher to an Admissions representative.
Need-based Scholarships	Cover full cost of eligible programs.	Admitted students who fulfill all scholarship requirements and are selected by a committee using an assessment rubric.	Visit the Opportunity Fund page to access the application: https://generalassemb.ly/opportunity-fund.
See Her Excel Discount	$1500 off one of the following courses: Software Engineering Immersive Software Engineering Immersive Remote Data Science Immersive	Students must: -Be 18 or older -Self-identify as a woman, trans, or genderqueer person. -Have annual income of less than $40k / year -Have been admitted to one of the following immersive courses: Software Engineering Immersive, Software Engineering Immersive Remote, or Data Science Immersive	There is no additional application for this discount. Students must simply self-identify gender identity and annual income on the existing admissions survey.
Part-time Regular Staff Discount	**First year of employment**: 20% off part-time or full-time courses **After 1 year of employment**: 1 free part-time remote course	Part-time Regular Staff are eligible for this discount within the tenure guidelines outlined to the left. An individual's performance and work must be consistent and one's enrollment cannot disrupt work schedule.	Employment verified through employee's manager.
Full-Time Regular Employee Discount	Part-time courses are free. Departing employees who have been at GA for more than 6 months and are leaving in good standing may also apply the cost of a part-time course to a full-time course (pending signature of a separation agreement).	Full-time regular staff (including instructors) are eligible for this discount after 3 months of employment at GA, or at manager's request/approval.	Employment verified through employee's manager.

Active Instructors and Expert Network Members Discount	20% off part-time and full-time courses.	Eligibility includes any individual teaching a class, workshop or course for GA (does not include Distinguished Faculty Members or FT Regular Employee instructors). The instructor must be in good standing, have an active employment paperwork on file, and go through standard admissions process. Discount is contingent on availbility and completion of pre-work.	Instructor must have the discount approved by their manager.
Distinguished Faculty Member Discount	Part-time courses are free. Distinguished faculty who have been members for more than 6 months and are in good standing may also apply the cost of a part-time course to a full-time course (pending approval of program manager).	Distinguished Faculty Members (regardless of employment classification) are eligible for this discount. They must be in good standing and go through the standard admissions process. Discount is contingent on there course availbility and completion of pre-work.	Employment and discount verified through Manager.

Appendix D: Student Expulsion Policy Guidelines

General Assembly is committed to taking all reasonable steps to ensure the students have the opportunity to successfully complete their programs and has a commitment to ensure that within this general framework that all students are treated fairly and equitably. 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 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 following outlines the conditions under which a student may be expelled with cause:

1. Academic Dishonesty – students may be subject to expulsion at the discretion of General Assembly for academic dishonesty. Academic dishonesty is any word, action or deed performed alone, or with others for the direct or indirect intention of providing an unfair advantage or benefit to self or other student(s) including:
    a. cheating
    b. plagiarism
    c. unapproved collaboration
    d. alteration of records
    e. bribery
    f. lying
    g. misrepresentations

2. Outstanding Fees – failure to pay overdue accounts owing to General Assembly within the specified period may be grounds for expulsion after a written warning has been given.

3. Code of Conduct - all students are required to adhere to General Assembly's published code of conduct. Where the violations do not have the potential to result in physical harm to persons or property General Assembly may expel a student who has received warning for failure to comply and has since violated any of the terms of General Assembly's code of conduct. Students who are found under the influence of drugs and/or alcohol or carrying weapons will be subject to immediate expulsion.

4. Significant Omissions or Errors in Admissions Documentation – General Assembly has a responsibility to ensure students have been admitted in accordance with the requirements for the program. Students who knowingly misrepresent their applications are subject to immediate expulsion.

5. Academic Failure – students who fail to achieve the required standards of progress for their programs may be expelled from the program.

6. Attendance – students who do not achieve the required attendance as stated in school policy are subject to expulsion.

7. Harassment or Discrimination – General Assembly does not condone harassment or discrimination of any student, staff, client or visitor to school premises. Students participating in harassing or discriminatory activities may be subject to immediate suspension depending on the severity of the activity and pending investigation. Any student, who is deemed by the investigation to have engaged in severe harassing or discriminatory activities, may be expelled at the discretion of General Assembly, depending on the severity of the activity.