General Assembly's Catalog

Texas Campus

2026
January 5, 2026 – December 31, 2026

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

Maurice Franklyn

Maurice Franklyn, Senior Campus Manager

Table of Contents

Our Story

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

Mission and Objectives

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

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

Governance

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

Approvals

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

School Address

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

Facilities and Equipment

General Assembly's facilities meet ADA accessibility standards. All campuses are equipped with dedicated classrooms, student lounge space, private conference rooms for group work and one-on-one meetings with instructional staff and on-floor restrooms.

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

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

Course Start/End Dates and Holiday Schedule

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

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

2026 Holiday Calendar (All Courses)	
Date	**Holiday**
01/01/2026	New Year's Day
01/02/2026	Winter Break
01/19/2026	Martin Luther King Jr. Day
02/16/2026	President's Day
04/03-04/06/2026	Spring Break
05/18/2026	Victoria Day (Canada)
05/25/2026	Memorial Day
06/19/2026	Juneteenth
06/29-07/05/2026	Summer Break
08/03/2026	Civic Day (Canada)
09/07/2026	Labor Day
09/30/2026	National Day for Truth & Reconciliation (Canada)
10/12/2026	Thanksgiving (Canada)
11/11/2026	Veteran's Day
11/25-11/27/2026	Thanksgiving Break
12/21 – 12/31/2026	Winter Break

Hours & Class Schedule

Class Hours

Monday–Thursday, 8:00 a.m. – 10 p.m.
Saturday – Sunday, 9:00 a.m. - 5:00 p.m.

Administration Hours

Monday–Friday, 8:30 a.m. – 6 p.m.

Class Schedule

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

Courses Offered

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

General Assembly offers the following courses. Please check our website at generalassemb.ly for program availability, as they can change throughout the year. We provide a student/instructor ratio to sufficiently support the number of students enrolled and maintain quality of instruction.

Online Courses	Course Length (Instructional Hours)	Course Format	
Bootcamps		**Part-Time**	**Full-Time**
Data Analytics Bootcamp Online	420 hours / 12 or 32 weeks	X	X
Data Science Bootcamp Online	480 hours / 12 weeks		X
Information Technology Bootcamp Online	240 hours / 12 weeks	X	
Software Engineering Bootcamp Online	420 hours / 12 or 32 weeks	X	X
User Experience Design Bootcamp Online	480 hours / 12 or 32 weeks	X	X

Disciplines

General Assembly categorizes individual short courses under 7 disciplines areas that, when grouped together, form a student's learning pathway. Some courses may be cross-listed in more than one discipline. These discipline areas include:

AI Data Analytics
Courses in this discipline focus on leveraging AI to enhance data-driven decision making and analytical capabilities. Courses progress from foundational data visualization and Python programming to advanced AI applications in data engineering, database management, and deep learning implementation. Students learn to integrate AI tools into traditional analytics workflows, automate data processes, and apply machine learning techniques to extract actionable insights from complex datasets.

AI & Machine Learning
Courses in this discipline provide comprehensive technical training in building, deploying, and maintaining AI systems. Courses advance from applied AI and deep learning fundamentals through data engineering automation to enterprise-level MLOps and infrastructure management. Students develop the technical expertise to create robust AI solutions, manage machine learning pipelines, and ensure reliable AI system performance in production environments.

AI Experience & Design
Courses in this discipline focus on designing human-centered AI experiences and interfaces. Courses progress from UX research and strategy fundamentals through AI-specific design methodologies to portfolio development and storytelling. Students learn to design intuitive AI interactions, conduct user research for AI products, create compelling AI user experiences, and communicate design decisions for AI-enhanced products.

AI Fundamentals
Courses in this discipline provide accessible entry points into AI literacy for professionals across all industries. Courses progress from workplace AI applications through hands-on coding experience to strategic AI implementation. Students develop practical AI skills, understand how to apply AI tools in their current roles, and gain the foundational knowledge needed to leverage AI strategically in any professional context.

AI Software Engineering
Courses in this discipline bridge traditional software development with AI-powered applications and tools. Courses progress from foundational web development skills through backend programming to specialized AI application development and system reliability. Students learn to integrate AI capabilities into software products, build AI-enhanced web applications, and develop the technical infrastructure needed to support intelligent software systems.

AI Product Management
Courses in this discipline prepare product leaders to strategically integrate AI into product development processes and business strategy. Courses advance from AI-first product management principles through project management skills to strategic business intelligence applications. Students learn to identify AI opportunities, manage AI product development cycles, make data-driven product decisions, and align AI capabilities with business objectives.

AI & Marketing
Courses in this discipline empower marketing professionals to leverage AI for campaign optimization, content creation at scale, and data-driven decision making. Courses progress from performance marketing automation through creative production and strategic content development to comprehensive business intelligence applications. Students learn to automate campaign management and optimization, streamline creative workflows, develop AI-enhanced content strategies for personalization and efficiency across all marketing channels, and ultimately harness advanced business intelligence tools for deeper marketing analytics and measurable results.

The current courses include:

Online Courses*	Course Length (Instructional Hours)	Course Format	
Short Courses		**Hybrid**	**Online**
Agentic AI Strategy	32 hours / 1 or 8 weeks		X
AI Product Strategy	32 hours / 1 or 8 weeks		X
AI Systems Engineering & Reliability	32 hours / 1 or 8 weeks		X
AI Workplace Fundamentals	32 hours / 1 or 8 weeks		X
AI-First Product Management	32 hours / 1 or 8 weeks		X
Applied AI and Deep Learning in Action	32 hours / 1 or 8 weeks		X
Back-End Development with JavaScript	32 hours / 1 or 8 weeks		X
Build AI Web Applications	32 hours / 1 or 8 weeks		X
Build AI Agents	32 hours / 1 or 8 weeks		X

Business Intelligence with AI	32 hours / 1 or 8 weeks		X
Creative Production with AI	32 hours / 1 or 8 weeks		X
Content Marketing Strategy with AI	32 hours / 1 or 8 weeks		X
Data Analytics and Visualization	32 hours / 1 or 8 weeks		X
Data Engineering & Automation with AI	32 hours / 1 or 8 weeks		X
Database Management with AI Integration	32 hours / 1 or 8 weeks		X
Front-End Development with HTML & CSS	32 hours / 1 or 8 weeks		X
Information Technology Basics Short Course Online*	120 hours / 12 weeks	X	X
MLOps & AI Infrastructure	32 hours / 1 or 8 weeks		X
Performance Marketing with AI	32 hours / 1 or 8 weeks		X
Project Management Skills with AI	32 hours / 1 or 8 weeks		X
Python for AI & Data	32 hours / 1 or 8 weeks		X
Python Programming Short Course	40 hours / 10 weeks	X	
UI Design for AI Products	32 hours / 1 or 8 weeks		X
UX Research & Strategy with AI	32 hours / 1 or 8 weeks		X
UX Design for AI Experiences	32 hours / 1 or 8 weeks		X
UX Portfolio Storytelling with AI	32 hours / 1 or 8 weeks		X
Vibe Coding	32 hours / 1 or 8 weeks		X

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

Admissions Policy and Procedure

Entrance Requirements and Enrollment Dates

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

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

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

Enrollment Period and Admission Deadline

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

Foreign Transcript Evaluation

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

International Students and English Language Services

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

Recommended Experience

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

Short Courses – By Discipline:

AI Fundamentals: Students taking AI Fundamentals courses are not expected to have any prior AI or technical skills but should be comfortable with basic computer operations—such as organizing files, navigating browsers, and using online tools.

AI & Marketing: Students taking AI & Marketing courses are not expected to have prior digital marketing or creative content work experience but should be comfortable with basic computer operations and navigating online tools. While a basic familiarity with digital marketing or content creating concepts will make learning new information and tools easier, any learners with an interest in how AI is shaping and improving work in the marketing field who have a wiliness to experiment with new tools can be successful in these courses.

AI Product Management: Students taking AI Product Management courses are not expected to have any prior product management or technical skills but should be comfortable with basic computer operations—such as organizing files, navigating browsers, and using online tools. While previous experience with concepts such as user research, cross-functional collaboration or product lifecycle management will make certain topics easier, none are required for success.

AI Data Analytics: Students taking AI Data Analytics courses are not expected to have any prior data analytics experience or technical skills but should be comfortable working with basic spreadsheets and/or structured data. Recommended experience for courses at intermediate or higher levels are included in the table below:

Online Course	Course Level	Recommended Experience
Database Management with AI Integration	Intermediate	Prior experience or familiarity with: • SQL fundamentals • Cloud concepts • Python or basic scripting languages • Data pipelines • Git and/or command-line tools
Applied AI & Deep Learning in Action	Intermediate	Prior experience or familiarity with: • Python • Programming concepts • Writing simple scripts/programs

AI & Machine Learning: Students taking AI & Machine Learning courses are expected to have foundational data analytics skills as all courses are intermediate or more advanced. Recommended experience for all courses at intermediate or higher levels are included in the table below:

Online Course	Course Level	Recommended Experience
Applied AI & Deep Learning in Action	Intermediate	Prior experience or familiarity with: • Python • Programming concepts • Writing simple scripts/programs
Data Engineering & Automation with AI	Intermediate	Prior experience or familiarity with: • Data analytics concepts • Software development concepts (navigating file systems, development tools like VS Code) • Python • SQL • Git and GitHub
AI Systems Engineering & Reliability	Intermediate	Prior experience (1-2 years) or familiarity with: • Machine learning fundamentals • Programming fundamentals • Natural language processing • Building and deploying AI Applications • Cloud environments
MLOps & AI Infrastructure	Advanced	2 years of experience with (or prior education on): • Data analytics concepts • Cloud computing • Programming fundamentals • Git and GitHub • SQL

AI Software Engineering: Students taking AI Software Engineering courses are not expected to have any prior programming or technical skills but should be comfortable with basic computer operations—such as organizing files, navigating browsers, and using online tools. Recommended experience for courses at intermediate or higher levels are included in the table below:

Online Course	Course Level	Recommended Experience
Back-End Development with JavaScript	Intermediate	Prior experience or familiarity with: • JavaScript fundamentals • Web development • Basic programming logic • Command line interface

Build AI Web Applications	Intermediate	Prior experience or familiarity with: • JavaScript fundamentals • Web development • VS Code • Git & GitHub
AI Systems Engineering & Reliability	Intermediate	Prior experience (1-2 years) or familiarity with: • Machine learning fundamentals • Programming fundamentals • Natural language processing • Building and deploying AI Applications • Cloud environments

AI Experience & Design: Students taking AI Experience & Design courses are not expected to have any prior technical skills but should be comfortable with basic computer operations—such as organizing files, navigating browsers, and using online tools. Recommended experience for courses at intermediate or higher levels are included in the table below:

Online Course	Course Level	Recommended Experience
UX Design for AI Experiences	Intermediate	Prior experience or familiarity with: • UX Design/Product Design fundamentals
UI Design for AI Products	Intermediate	Prior experience or familiarity with: • UX Design/Product Design fundamentals
UX Portfolio Storytelling with AI	Intermediate	1-3 UX projects for use in portfolio Prior experience or familiarity with: • UX Design/Product Design fundamentals

Bootcamps:

Course	Course-Specific Recommended Experience
Data Science Bootcamp Online	Basic computer literacy, basic statistics experience, familiarity with programming fundamentals and python programming,
Software Engineering Bootcamp Online	Basic HTML, CSS, and JavaScript experience.

Admissions Procedure

General Assembly offers multiple pathways for prospective students to enroll in its courses. Depending on the course, enrollment may be completed through a traditional assisted process or through an automated self-service enrolment experience.

For many short courses, enrollment may be initiated through an automated process which guides prospective students through eligibility screening and required disclosures. Eligibility screening questions are designed to confirm that they meet the admissions criteria and, as applicable, recommended background or experience for the selected course. Successful completion of the screening process allows students to proceed with the enrollment steps. For certain courses, additional steps, such as documentation review diagnostic assessments, or follow-up with an Admissions Specialist, may be required to verify eligibility prior to the course start date. Prospective students are encouraged to reach out to our Admissions team with questions at any state of the process

All students must sign an Enrollment Agreement and receive a copy of the of the course catalog prior to the course start date. A copy of the completed Enrollment Agreement will be provided to the student. Enrollment is considered complete only after the Enrollment Agreement has been executed and any

applicable eligibility requirements have been verified by General Assembly. Where applicable, pre-course work must be completed before the scheduled course start.

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

Pre-Admit Work Requirements
Pre-course assignments are required for the following programs:

- Data Analytics Bootcamp Online
- Data Science Bootcamp Online
- Information technology Basics Short Course Online
- Software Engineering Bootcamp Online
- User Experience Design Bootcamp Online

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

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

Admission Denials
Prospective students are required to submit accurate and complete information requested during the admissions process. Individuals who fail to do so will be denied admission. Any prospective student or enrolled student found to have falsified information provided during eligibility screening, enrollment, or admissions review, or to have provided false or misleading information relating to admission to General Assembly may be denied admission or withdrawn if already in attendance.

General Assembly reserves the right to deny admission or readmission to any prospective student or enrolled student whose conduct is disruptive to the educational environment. If a prospective student or enrolled student violates General Assembly's Code of Conduct (see Appendix D), including but not limited to engaging in threatening, abusive, or dangerous behavior towards any staff member, student, or other member of the GA community, such individual may be prohibited from enrollment in another course and may be subject to other discipline. In the event admission is denied due to a conduct violation, General Assembly will notify the individual in writing of the prohibited act and the resulting action. Individuals who receive a negative admissions decision for a conduct violation must wait at least one year to reapply

Required Equipment

All General Assembly students are required to have access to a laptop with an up-to-date operating system and wireless Internet capability for each class session. For most courses, Mac laptops are not required but they are preferred as instructors will be using Mac laptops and may not be able to provide as much support with certain technical issues to students using PCs. Online students are also required to have an external monitor in addition to their laptop.

Each course will require high-speed internet and a dedicated workspace. Students need a quiet workspace (i.e., a desk and chair where they can sit for the whole class), preferably in a private room

away from roommates, family members, etc. For students in online courses, class archiving services are available.

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

Troubleshooting

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

Other College or University Transfer Agreements

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

Transfer of Previous Credit and Prior Credit Policy

General Assembly courses are not credit-bearing. While GA will review prior hours, credit, and experience, we do not typically accept hours or credits from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at General Assembly are unlikely to count as transfer credits at another institution.

Course Descriptions and Objectives

Short Courses

Agentic AI Strategy

32 hours | 1 or 8 weeks

Agentic AI Strategy helps professionals step confidently into the next wave of digital evolution, where intelligent systems collaborate with humans to drive innovation and performance. This course introduces the principles of agentic transformation and shows how AI can move beyond automation to enhance decision-making, creativity, and organizational agility.

Across sixteen interactive sessions, participants learn how to identify high-impact opportunities, design human–AI collaboration models, and prototype intelligent workflows using accessible no-code tools such as Make and Zapier. Each session blends strategy, experimentation, and leadership development, empowering learners to turn emerging technologies into meaningful organizational change.
Graduates of this course will gain the skills and vision to lead with confidence in the agentic era—integrating human insight, ethical responsibility, and adaptive design to transform how organizations think and operate.

Unit 1: Foundations of Agentic Transformation
This unit introduces the fundamental concepts, language, and mindset of agentic AI. Learners explore how autonomous, goal-driven systems reshape organizational processes, decision-making, and innovation. Through analysis of global trends and internal opportunities, participants build the foundation for identifying where agentic transformation can create the greatest impact.

Unit 2: Reimagining Processes
This unit focuses on applying agentic principles to real organizational workflows and structures. Participants learn how to design intelligent process automations, integrate human–AI collaboration, and ensure data security and ethical governance. The emphasis is on rethinking processes for efficiency, adaptability, and responsible autonomy within organizational systems.

Unit 3: Leadership and Culture
This unit explores the human dimension of agentic transformation, highlighting the leadership skills, cultural shifts, and communication strategies needed to guide AI-driven change. Learners develop the capacity to design adaptive structures, foster engagement, and cultivate creativity and empathy as essential complements to intelligent automation.

Unit 4: Implementation and Future
This unit brings together all course learnings to move from strategy to action. Participants study real-world cases, prototype internal agentic solutions using no-code tools, and create structured roadmaps for transformation. The unit concludes with a forward-looking reflection on the future of AI and the learner's personal leadership path in the agentic era.

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

- Understand the foundations of agentic transformation and how autonomous, goal-directed systems reshape decision-making, innovation, and organizational performance.
- Analyze the global landscape of AI adoption and emerging trends to identify opportunities and challenges relevant to your organization or sector.
- Develop a digital and adaptive mindset that supports experimentation, collaboration, and cultural readiness for AI-driven change.
- Identify and prioritize high-impact use cases where agentic systems can enhance efficiency, creativity, and strategic outcomes.
- Design intelligent workflows and hybrid human–AI teams that promote autonomy, accountability, and continuous improvement.
- Apply principles of data governance, ethics, and responsible AI to ensure trust, compliance, and transparency in agentic operations.
- Strengthen leadership and communication capabilities to drive engagement, build trust, and guide teams through technological transformation.
- Translate insights into action through hands-on prototyping and strategic planning, creating a sustainable roadmap for agentic transformation and personal growth in the AI era.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations of Agentic Transformation	4	4	8
Unit 2	Reimagining Processes	4	4	8
Unit 3	Leadership and Culture	4	4	8
Unit 4	Implementation and Future	4	4	8
TOTAL		16	16	32

AI Product Strategy

32 hours | 1 or 8 weeks

AI is reshaping how products are built, scaled, and led. In this course, the learner will learn how to think strategically about AI - from identifying high-impact opportunities to designing ethical, data-driven roadmaps that guide innovation at scale. The learner will explore how to connect emerging technologies to real business outcomes and build the strategic foresight needed to stay competitive in evolving markets.

Through hands-on labs, case simulations, and a capstone project, the learner will apply advanced product thinking to real-world challenges. The learner will analyze market shifts, prioritize AI initiatives, and learn to balance innovation with governance and ROI. Whether aiming to advance into product leadership or guide an organization through AI transformation, the learner will gain the tools, confidence, and language to drive sustainable innovation with AI.

Unit 1: Strategic AI Thinking for Product Management:
Examine how AI reshapes modern product strategy by driving innovation, competitiveness, and user value. Define AI strategy, connect emerging capabilities to business goals, and apply strategic frameworks to align AI initiatives with organizational objectives.

Unit 2: Data-Driven AI Design and Innovation
Analyze how predictive analytics and AI-powered insights uncover product opportunities and inform design decisions. Translate complex data into actionable innovation strategies, design ethical personalization models, and evaluate short-term experiments that deliver measurable impact.

Unit 3: Adaptive AI Roadmaps and Prioritization
Construct adaptive, future-ready product roadmaps that integrate AI milestones and respond to dynamic market conditions. Apply AI-driven prioritization models, test strategies through scenario simulations, and refine decision-making based on real-time feedback.

Unit 4: Leading and Scaling AI Innovation
Integrate all strategic, ethical, and analytical competencies to lead AI transformation at scale. Design co-innovation partnerships, guide organizational change, measure holistic impact, and deliver persuasive AI strategy pitches that demonstrate executive-level readiness.

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

- Explain how AI is transforming product management roles, decision-making, and innovation strategies.
- Select and adapt strategic frameworks that integrate AI insights to drive product development.
- Develop adaptive product roadmaps and prioritization models using AI-enhanced tools.
- Differentiate between human judgement and AI automation to optimize product outcomes.
- Evaluate product performance by linking data-driven metrics, market outcomes, and organizational goals.
- Apply predictive analytics and AI insights to identify new opportunities for product innovation.
- Design responsible and ethical governance models that balance ROI, transparency, and accountability.
- Communicate and present AI strategy effectively to stakeholders through data-driven storytelling and visualization.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Strategic AI Thinking for Product Management	4	4	8
Unit 2	Data-Driven AI Design and Innovation	3	3	6
Unit 3	Adaptive AI Roadmaps and Prioritization	3	3	6

Unit 4	Leading and Scaling AI Innovation	5	7	12
TOTAL		15	17	32

AI-First Product Management

32 hours | 1 or 8 weeks

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

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

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

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

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

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

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

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

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

- Plan and execute experiments to validate assumptions, using AI to prototype, analyze, and refine solutions.
- Manage product development cycles with Agile frameworks, integrating AI into backlog, sprint, and QA processes.
- Address risks, constraints, and ethical challenges in product decisions, ensuring responsible use of AI.
- Deliver compelling product pitches and presentations that showcase customer insights, data, and AI integration.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations of Product Management with AI	3	3	10
Unit 2	Understanding Customers and Problems	4	4	6
Unit 3	Strategy and Execution	4	4	6
Unit 4	Building and Delivering Products	3	3	6
Unit 5	Communication for Product Managers	1	3	4
TOTAL		15	17	32

AI Systems Engineering & Reliability

32 hours | 1 or 8 weeks

Learners will move from building and integrating AI solutions to confidently operating, monitoring, and scaling them in real-world environments. Through hands-on labs and live simulations, they'll practice automation, reliability engineering, and troubleshooting to keep AI-enabled systems stable and efficient after deployment.

Participants will learn to maintain performance under pressure, implement proactive monitoring, and respond to incidents with precision and data-informed decision-making. By the end of the course, they'll have the skills and confidence to deploy, test, and sustain production-grade AI systems—building environments and pipelines that scale, recover automatically, and ensure reliability across cloud infrastructure.

Unit 1: Foundations of AI Systems Operations
Build a foundational understanding of AI system operations, cloud environments, and infrastructure automation to support scalable, reliable AI workloads.

Unit 2: Reliability, Monitoring, and Incident Response
Apply reliability engineering principles, implement observability tools, and practice structured incident response to strengthen system resilience.

Unit 3: Automation, Deployment, and Scaling Strategies
Develop CI/CD pipelines, containerized deployments, and advanced rollout strategies to automate and scale AI systems efficiently.

Unit 4: Scaling, Security, and Performance Management
Design secure, scalable AI infrastructures and optimize performance through load balancing, testing, and cost-efficient operations.

Unit 5: Performance Optimization and Continuous Improvement
Test, audit, and optimize AI systems for reliability and efficiency, culminating in a capstone project deploying and maintaining a production-grade AI system.

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

- Deploy and manage AI-enabled systems in distributed, cloud-based environments (AWS, GCP, Azure).
- Implement observability, monitoring, and alerting systems to track performance, drift, and uptime.
- Apply reliability engineering principles, including redundancy, failover, and automated recovery.
- Build and maintain CI/CD pipelines that support continuous integration and model updates.
- Integrate testing and validation workflows for production-ready AI systems.
- Diagnose and resolve incidents using root cause analysis and automated remediation tools.
- Optimize infrastructure performance, scalability, and cost-efficiency across compute and storage resources.
- Collaborate across engineering, data, and AI teams to maintain resilient, compliant, and secure operations.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations of AI Systems Operations	3	3	6
Unit 2	Reliability, Monitoring, and Incident Response	3	3	6
Unit 3	Automation, Deployment, and Scaling Strategies	3	3	6
Unit 4	Scaling, Security, and Performance Management	3	3	6
Unit 5	Performance Optimization and Continuous Improvement	3	5	8
TOTAL		15	17	32

AI Workplace Fundamentals

32 hours | 1 or 8 weeks

General Assembly's AI Workplace Fundamentals (AWF) is a course that lays the foundation for professionals from any business function to integrate Artificial Intelligence into their daily tasks, enhancing decision-making, streamlining workflows, and driving measurable productivity gains.

This course is designed to prepare students to use the most powerful Generative AI tools and apply the strategic frameworks needed to leverage them effectively and responsibly. This industry-relevant curriculum provides a strong foundation in applied AI and the essential professional skills to lead in an AI-powered workplace.

Covering foundational AI concepts, advanced prompt engineering, and practical application across universal business activities, this course provides core skills for any career stage.

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

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

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

Unit 4: Enhancing Analysis and Strategic Thinking
Use AI to summarize complex documents, interrogate data from spreadsheets using plain language, and assist in strategic planning.

Unit 5: Streamlining Operations and Project Execution
Create detailed project plans and timelines, document standard operating procedures (SOPs), and improve task management.

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

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

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

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

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

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Introduction to the GenAI Revolution	2	2	4
Unit 2	The Art and Science of Prompt Engineering	2	2	4

Unit 3	Enhancing Business Communication & Content Creation	2	2	4
Unit 4	From Data to Decisions: Analysis & Insight Generation	2	2	4
Unit 5	Accelerating Strategy, Planning & Problem-Solving	2	2	4
Unit 6	Responsible AI: Ethics, Security & Limitations	2	2	4
Unit 7	Building Your GenAI-Powered Workflow	2	2	4
Unit 8	Capstone Presentations & The Future of Work	1	3	4
TOTAL		15	17	32

Applied AI and Deep Learning in Action

32 hours | 1 or 8 weeks

Step into the world of deep learning and applied AI with a course designed to take students from the fundamentals to real-world application. Students sharpen skills in Python, Git, and core machine learning before diving into neural networks, advanced architectures, and today's most in-demand tools like PyTorch, Hugging Face, and LangChain. Through hands-on labs, students build and optimize models, explore how transformers power modern NLP, and see how AI is applied in everything from image classification to sentiment analysis.

Students learn how to evaluate models for performance, cost, and bias, and practice deploying them responsibly with security and fairness in mind. The course culminates in a capstone project where students plan, build, and present a complete AI solution. Learners leave with practical experience, portfolio-ready work, and the confidence to bring applied AI into any role or career path.

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

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

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

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

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

- Review the foundations by using Git/GitHub, Python, and core machine learning methods like logistic regression and gradient descent.
- Explain neural networks conceptually and trace their evolution from simple models to state-of-the-art deep learning systems.

- Apply deep learning toolkits like PyTorch, Hugging Face, and torchvision to implement and optimize models.
- Experiment with advanced architectures including CNNs, RNNs, transfer learning, and regularization strategies to improve model performance.
- Analyze text data using NLP methods, embeddings, pipelines, and transformers for real-world tasks such as classification, summarization, and translation.
- Evaluate models critically by benchmarking performance, costs, risks, and bias while selecting appropriate solutions for business contexts.
- Engineer AI systems responsibly by considering fairness, transparency, lightweight deployment options, and security threats such as adversarial inputs.
- Deliver an end-to-end AI solution by planning, developing, evaluating, and presenting a complete project that demonstrates both technical skill and responsible AI practices.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Machine Learning Fundamentals	3	1	4
Unit 2	Deep Learning	6	4	10
Unit 3	NLP & LLMs	4	4	8
Unit 4	AI Engineering	5	5	10
TOTAL		18	14	32

Back-End Development with JavaScript

32 hours | 1 or 8 weeks

Build the backbone of modern web applications in this hands-on course designed to teach the core principles of server-side JavaScript. Students' progress from the fundamentals of Node.js and HTTP communication to API development, database integration, and secure deployment workflows. Through guided labs, learners write and test code that powers real-world functionality—transforming static front ends into dynamic, data-driven experiences.

Along the way, students gain practical experience configuring servers, managing application state, and connecting front-end interfaces to persistent storage with PostgreSQL. Emphasis is placed on clean architecture, modular code, and professional back-end development practices that ensure performance, reliability, and scalability. The course culminates in a capstone project: designing, building, and deploying a complete back-end service that demonstrates both technical proficiency and production readiness.

Unit 1: Server-Side JavaScript Foundations
Develop a solid understanding of back-end systems by exploring how JavaScript runs outside the browser, setting up environments, and building HTTP servers. Learn to serve content, handle requests, and manage modular code using Node.js.

Unit 2: APIs and Data Handling
Design and implement RESTful APIs that connect users and data. Learn to structure routes, process JSON requests, and integrate PostgreSQL databases for persistent data storage through CRUD operations.

Unit 3: Authentication, Security, and Deployment

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

Unit 4: Testing, Optimization, and Capstone Project
Strengthen production readiness by testing APIs, optimizing queries, and refining performance. Complete and present a capstone project: a fully functional, documented back-end application deployed online.

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

- Explain how server-side JavaScript works and how to configure runtime environments.
- Build and deploy Node.js servers capable of handling structured HTTP requests and responses.
- Design and implement RESTful APIs for dynamic web applications.
- Connect to and query relational databases using PostgreSQL to store and retrieve persistent data.
- Secure applications through authentication, authorization, and proper data handling.
- Prepare and deploy applications using modern cloud hosting and configuration tools.
- Write and execute automated tests to ensure code quality and reliability.
- Deliver a complete back-end project that demonstrates database integration, API functionality, and deployment to a live environment.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Server-Side JavaScript Foundations	4	4	8
Unit 2	APIs and Data Handling	4	4	8
Unit 3	Authentication, Security, and Deployment	4	4	8
Unit 4	Testing, Optimization, and the Capstone Project	3	5	8
TOTAL		15	17	32

Build AI Agents

32 hours | 1 or 8 weeks

Artificial intelligence is evolving beyond content generation into systems that can reason, plan, and act autonomously. This course introduces students to the fundamentals of Agentic AI, focusing on the practice of designing and building intelligent agents that perform real tasks using no-code tools. Designed for non-technical professionals, the program empowers learners to create agents that automate workflows, analyze data, and enhance decision-making without writing a single line of code.

Across 16 sessions, students progress from foundational concepts to the development of fully functional AI agents. Using accessible platforms such as Flowise AI, GPTs Builder, and Google Sheets, they will design prompts, define agent behaviors, connect external tools, and integrate live data. The curriculum emphasizes applied learning through hands-on exercises and projects, blending strategic thinking, UX principles, and experimentation with responsible AI practices.

Upon completion of this program, students will have designed, built, and tested their own autonomous agents, demonstrating both technical fluency and creative problem-solving. Graduates will be able to identify opportunities for intelligent automation, lead AI-assisted initiatives, and bridge the gap between human insight and autonomous execution across diverse professional contexts.

Unit 1: Foundations of Agentic AI
Establish the core concepts that distinguish Agentic AI from traditional generative models. This unit introduces how autonomous systems perceive, reason, and act, building a clear understanding of the agent loop and its key components—reasoning, memory, and tools. You will explore real-world applications and map the current ecosystem of no-code and low-code agent frameworks

Unit 2: Design and Agent Building
Learn to design, prototype, and build functional agents without code. This unit focuses on structured prompting, context design, and tool integration, guiding you to transform concepts into working agent behaviors. Through hands-on activities using Flowise AI and other visual tools, you'll experiment with creating personalized, goal-oriented agents.

Unit 3: Integration and Scale
Expand your agents' capabilities by connecting them with live data and automating workflows. This unit covers secure integrations using Google Sheets, Slack, and Zapier, as well as user experience design for intuitive interaction. You'll develop scalable, data-driven systems that enhance real-world processes with measurable impact.

Unit 4: Final Project and Future-Planning
Synthesize all your learning in a capstone project that demonstrates your ability to plan, build, and refine an autonomous agent from end to end. This unit emphasizes testing, monitoring, and ethical design practices, preparing you to present a functional agent and lead AI-driven innovation in your professional environment

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

- Master the core principles of Agentic AI to distinguish autonomous systems from traditional generative AI tools.
- Analyze how agents perceive, reason, and act by mapping the data, memory, and tool flows that drive autonomy.
- Design effective prompts and contexts that guide agent behavior and ensure reliable, goal-oriented task execution.
- Build fully functional no-code agents using visual platforms such as Flowise AI or GPTs Builder.
- Integrate agents with external tools and data sources like Google Sheets, Slack, and Zapier to automate real workflows.
- Apply UX and conversational design techniques to create intuitive, human-centered agent interactions.
- Evaluate and refine agent performance using testing, logs, and iterative improvement strategies.
- Implement ethical, privacy, and security guardrails to ensure responsible and trustworthy Agentic AI systems.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations of Agentic AI	4	4	8
Unit 2	Design and Agent Building	5	5	10
Unit 3	Integration and Scale	3	3	6

Unit 4	Final Project and Future-Planning	4	4	8
TOTAL		16	16	32

Build AI Web Applications

32 hours | 1 or 8 weeks

Bring intelligence to the web with this hands-on course designed to teach the principles and practices of integrating artificial intelligence into modern web applications. Students progress from understanding how AI models and APIs enhance user experiences to building, deploying, and optimizing intelligent web systems.

Through guided labs, learners will design interactive interfaces, connect to real-world AI APIs, and deploy full-stack applications that think, learn, and adapt. The course emphasizes responsible AI development, user experience design, and practical skills for integrating tools like OpenAI, Hugging Face, and TensorFlow.js into production-ready environments.

Along the way, students gain experience configuring development environments, managing data pipelines, and applying front-end frameworks like Next.js to build dynamic, AI-driven interfaces. Emphasis is placed on modular architecture, secure API management, and efficient deployment strategies that ensure scalability and maintainability. The course culminates in a capstone project: designing, building, and presenting a fully functional AI-powered web application that showcases both creativity and technical proficiency.

Unit 1: Building AI Foundations
Develop a foundational understanding of how AI enhances web applications. Learn to configure an AI-ready development environment, explore the architecture of intelligent systems, and make your first API connections using Node.js, Next.js, and OpenAI.

Unit 2: Front-End and API Integration
Build responsive, intelligent user interfaces that communicate with AI models in real time. Learn to integrate APIs, render dynamic outputs, and manage API communication securely through middleware and modern JavaScript frameworks.

Unit 3: Machine Learning in the Brower
Explore how pre-trained models and SDKs can be implemented to add AI-driven features to your applications. Learn to process data, manage pipelines, and run lightweight ML models directly in the browser using TensorFlow.js.

Unit 4: Deployment and the Capstone Project
Strengthen production readiness through testing, optimization, and cloud deployment. Apply performance monitoring, ethical AI practices, and user experience enhancements. Complete and present a capstone project — an end-to-end AI-powered web app deployed to a live environment.

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

- Explain how AI systems and APIs enhance modern web applications.
- Set up and manage a full-stack environment for AI development.
- Build responsive front-end interfaces with Next.js and JavaScript.
- Connect to and integrate AI APIs (OpenAI, Hugging Face, TensorFlow.js).
- Implement pre-trained models and SDKs to add intelligent functionality.
- Manage data pipelines and serverless deployment workflows.
- Apply ethical AI and responsible data-handling principles in web applications.
- Develop and deploy a complete AI-powered web app as a final capstone project.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Building AI Foundations	4	4	8
Unit 2	Front-End and API Integration	4	4	8
Unit 3	Machine Learning in the Brower	4	4	8
Unit 4	Deployment and the Capstone Project	3	5	8
TOTAL		15	17	32

Business Intelligence with AI

32 hours | 1 or 8 weeks

The Business Intelligence with AI course helps product managers and aspiring professionals understand how to use data and artificial intelligence to make smarter product and business decisions. Learners explore how data is collected, cleaned, and transformed into insights that guide product strategy, performance measurement, and customer understanding. The course focuses on practical skills that help learners turn raw data into meaningful stories and actionable recommendations.

Through interactive exercises and hands-on projects, students learn to apply AI tools to analyze trends, evaluate performance, and forecast outcomes. They'll practice building simple machine learning models, creating clear visualizations, and communicating insights effectively to different audiences. The course also introduces responsible and ethical AI principles, ensuring learners can use AI tools thoughtfully and confidently.
By the end of the course, learners will be able to integrate AI-driven insights into product management workflows, supporting data-informed decisions that improve user experiences, product performance, and business growth.

Unit 1: Transforming Data into Actionable Insights
Learn how to collect, clean, and prepare data while applying AI and machine learning fundamentals to turn raw information into meaningful insights.

Unit 2: Applying Insight-Led Analytical and AI Methods
Develop skills in transforming, encoding, and statistically analyzing data to extract deeper insights that support business and product decisions.

Unit 3: Designing Insight-Driven Dashboards and Visual Experiences
Create clear, engaging dashboards and visual stories that communicate AI-generated insights effectively to diverse audiences.

Unit 4: Developing KPI Frameworks and Automated Insight Systems
Build and evaluate AI models to define KPIs, measure performance, and automate insight delivery for ongoing decision support.

Unit 5: Communicating Insights and Influencing Decisions
Use generative AI tools and storytelling techniques to present data-driven findings that inform and influence strategic decisions.

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

- Explain how AI and data analytics support product strategy and business decision-making.
- Apply ethical and responsible AI principles when interpreting and sharing product data.
- Collect and prepare data to identify trends, patterns, and user insights that inform product decisions.
- Use and evaluate simple AI and machine learning tools to generate business insights.
- Analyze product and customer data to identify performance gaps, opportunities, and risks.
- Create and interpret dashboards and visual reports that communicate key metrics and insights.
- Develop and present compelling data stories that support stakeholder alignment and product strategy.
- Integrate AI-driven insights into product management workflows to enhance decision-making and innovation.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Transforming Data into Actionable Insights	5	5	10
Unit 2	Applying Insight-Led Analytical and AI Methods	3	3	6
Unit 3	Designing Insight-Driven Dashboards and Visual Experiences	3	3	6
Unit 4	Developing KPI Frameworks and Automated Insight Systems	3	3	6
Unit 5	Communicating Insights and Influencing Decisions	1	3	4
TOTAL		15	17	32

Content Marketing Strategy with AI

32 hours | 1 or 8 weeks

Students will build the modern content marketing skill set the industry now demands—pairing editorial strategy expertise with AI-driven research, creation, optimization, and governance. Students will explore how AI transforms audience understanding, content planning, drafting, SEO, measurement, and operational workflows across four core competency areas.

Students will gain hands-on experience using leading generative AI tools, predictive research methods, automated analysis systems, and modular content frameworks to create faster, more strategic content. Through practical labs and a multi-part capstone, students will practice synthesizing insights, generating high-quality assets, evaluating performance signals, and applying ethical and governance standards to real content scenarios.

The course is designed for content marketers, writers, strategists, and adjacent roles ready to deepen their creative and analytical capabilities in an AI-accelerated environment. By the end, students will graduate with a portfolio-ready content strategy and the ability to plan, produce, optimize, and communicate AI-powered content solutions with clarity and responsibility.

Unit 1: AI-Enhanced Editorial Strategy

Students will build a foundational understanding of how AI transforms modern content strategy by exploring internal data synthesis, search intent patterns, market research, and editorial planning. Through

hands-on labs, students will learn to identify insight opportunities, uncover audience needs, and translate research signals into structured, AI-informed content plans.

Unit 2: Generative Content Design & Optimization
Students will learn to create and refine high-quality content using AI-assisted drafting, SEO-focused structure, and accessibility best practices. Through practical exercises, students will apply structured prompting, optimize content for search and user experience, and evaluate inclusivity standards to ensure assets are both performant and audience-friendly.

Unit 3: Performance Measurement & AI-Supported Operations
Students will develop the ability to interpret performance signals, attribution insights, and operational workflows using AI-powered dashboards, modeling tools, and modular content systems. Through hands-on labs, students will practice converting analytics into recommendations, mapping content influence across journeys, and designing scalable, AI-enabled operations.

Unit 4: Leadership, Governance & Strategic Execution
Students will apply cross-functional collaboration skills, governance frameworks, and responsible AI principles to guide safe and effective content development. Through scenario-based practice and capstone preparation, students will evaluate risk, align stakeholders, and present a complete AI-powered content strategy that demonstrates ethical decision-making and strategic clarity.

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

- Analyze modern AI capabilities and identify where automation and generative tools strengthen content strategy and production.
- Conduct AI-supported audience, market, and search research to uncover insights that guide messaging and editorial decisions.
- Synthesize internal documents, performance data, and research inputs with AI tools to generate strategic recommendations.
- Design content strategies, themes, and calendars aligned to business goals, audience needs, and search intent.
- Apply structured prompting and generative frameworks to produce, refine, and optimize high-quality content assets.
- Evaluate and improve content using SEO, accessibility, UX, and performance analytics signals.
- Build scalable content systems, workflows, and governance practices that ensure consistency, compliance, and responsible AI usage.
- Present and justify a full AI-powered content strategy and execution plan through a polished, portfolio-ready capstone project.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	AI-Enhanced Editorial Strategy	6	6	12
Unit 2	Generative Content Design & Optimization	3	3	6
Unit 3	Performance Measurement & AI-Supported Operations	3	3	6
Unit 4	Leadership, Governance & Strategic Execution	2	6	8
TOTAL		14	18	32

Creative Production with AI

32 hours | 1 or 8 weeks

Students will build the modern creative skill set the industry now demands—pairing content expertise with AI-driven ideation, production, experimentation, and governance. Students will explore how AI reshapes creative workflows, brand expression, content drafting, visual concepting, adaptation, and optimization across four core competency areas.

Students will gain hands-on experience using leading generative AI tools, creative automation systems, structured prompt frameworks, and AI-supported review processes to produce faster, more consistent, and more strategic content. Through practical labs and a multi-part capstone, students will practice evaluating workflow opportunities for automation, developing AI-assisted creative concepts, adapting assets across channels, reviewing AI-generated output for quality and accuracy, and applying ethical and governance standards.

The course is designed for creatives, marketers, designers, and adjacent roles ready to deepen their strategic and operational capabilities in an AI-accelerated environment. By the end, students will graduate with a portfolio-ready creative strategy and the ability to execute, refine, and communicate AI-powered creative work with clarity and responsibility.

Unit 1: AI-Enhanced Creative Foundations
Students will build a foundational understanding of how AI transforms creative workflows by exploring ideation support, brand integrity considerations, workflow evaluation, and strategic alignment through hands-on labs.

Unit 2: Generative Content & Asset Adaptation
Students will learn to produce and refine AI-assisted copy and visual concepts by applying prompt frameworks, selecting appropriate tools, and adapting content across channels for clarity, fit, and impact.

Unit 3: Creative Quality, Experimentation & Optimization
Students will develop the ability to evaluate AI-generated content, interpret performance signals, and run simple experiments using AI-supported review systems, testing matrices, and insight-generation tools.

Unit 4: Collaboration, Governance & Professional Execution
Students will apply responsible AI, governance, and ethical frameworks while practicing stakeholder communication, feedback facilitation, and decision-making through scenario analysis and guided exercises.

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

- Describe the evolving role of AI in modern creative workflows and evaluate where automation adds value.
- Analyze and optimize creative processes by identifying steps where AI can enhance speed, quality, or ideation.
- Apply brand integrity standards to AI-generated content to ensure voice, visuals, and messaging remain consistent.
- Generate creative concepts, drafts, and visual directions using structured prompting and iterative refinement.
- Adapt content across channels using AI support while maintaining clarity, strategic alignment, and audience fit.
- Evaluate AI-generated content using editorial quality criteria, feedback loops, and basic experiment-driven insights.
- Collaborate with cross-functional partners to articulate creative rationale and integrate AI responsibly.

- Produce a full AI-assisted creative strategy and case-study portfolio demonstrating ethical and effective AI usage.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	AI-Enhanced Creative Foundations	4	4	8
Unit 2	Generative Content & Asset Adaptation	4	4	8
Unit 3	Creative Quality, Experimentation & Optimization	4	4	8
Unit 4	Collaboration, Governance & Professional Execution	2	6	8
TOTAL		14	18	32

Data Analytics and Visualization

32 hours | 1 week or 8 weeks

In this course, the learner will gain a hands-on introduction to data analytics and visualization using SQL and Tableau. The learner will learn how to collect, clean, and analyze data to uncover insights that drive business decisions. Through guided labs and real-world projects, the learner will apply analytical thinking, data storytelling, and design principles to transform raw data into clear, compelling visuals.

The learner will practice using SQL to extract and prepare data for analysis and Tableau to design professional dashboards that communicate findings effectively. By integrating technical accuracy with visual storytelling, the learner will develop the skills to explain insights confidently to both technical and non-technical audiences.

Unit 1: Extracting and Managing Data Using SQL
Learners will explore how to collect, manage, and query data using SQL. They will write and refine queries to extract information from relational databases, applying filters, sorting, and joins to prepare data for analysis. This unit builds a strong foundation in structured thinking and database management.

Unit 2: Transforming and Preparing Data for Analysis
Learners will prepare raw datasets for accurate, reliable analysis. They will clean, aggregate, and validate data using SQL techniques that improve consistency and integrity. By the end of the unit, learners will be able to transform disorganized data into analysis-ready tables.

Unit 3: Designing Visual Dashboards in Tableau
Learners will connect data sources to Tableau and design dashboards that communicate insights clearly. They will apply layout, color, and hierarchy principles to make visualizations both accessible and effective. This unit focuses on developing a structured, user-centered design approach.

Unit 4: Building Interactive and Effective Dashboards
Learners will enhance dashboards by adding interactivity and refining their visual design. They will use filters, parameters, and calculated fields to create flexible, engaging user experiences. By the end, learners will be able to build professional dashboards that respond dynamically to user needs.

Unit 5: Applying Data Storytelling and Interpretation
Learners will apply storytelling techniques to interpret and communicate analytical findings. They will refine dashboards for accessibility and present insights through clear, audience-focused narratives. This unit strengthens their ability to translate complex data into actionable stories that inform decision-making.

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

- Apply core principles of data analysis and visual communication to interpret and present insights.
- Use SQL to extract, filter, and combine data from relational databases.
- Clean, transform, and validate datasets to ensure analytical accuracy and consistency.
- Connect SQL databases to Tableau and prepare data for visualization.
- Design clear, accessible, and well-structured dashboards in Tableau.
- Add interactivity and calculated fields to enhance analytical exploration and user experience.
- Apply storytelling techniques to communicate findings effectively to diverse audiences.
- Integrate SQL and Tableau skills to deliver a complete, insight-driven analytical project.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Extracting and Managing Data Using SQL	3	3	6
Unit 2	Transforming and Preparing Data for Analysis	3	3	6
Unit 3	Designing Visual Dashboards in Tableau	3	3	6
Unit 4	Building Interactive and Effective Dashboards	3	3	6
Unit 5	Applying Data Storytelling and Interpretation	3	5	8
TOTAL		15	17	32

Data Engineering & Automation with AI

32 hours | 1 or 8 weeks

Build the data backbone that powers modern AI systems in this hands-on course that combines cloud data engineering, automation, and generative AI integration. Learners gain a comprehensive understanding of how data pipelines enable intelligent systems—developing skills in data ingestion, transformation, orchestration, and optimization across modern cloud ecosystems.

Through guided labs and projects, learners work with tools such as Python, Airflow, Kafka, dbt, Spark, and Terraform to design, deploy, and manage scalable data workflows. Special emphasis is placed on linking enterprise data to Generative AI tools using vector databases and retrieval-augmented generation (RAG) techniques. The course culminates in a capstone project: building and presenting a fully automated AI-powered data pipeline deployed in a cloud environment.

Along the way, learners gain real-world experience managing infrastructure as code, monitoring pipeline performance, and ensuring security, governance, and cost efficiency. Graduates leave with the technical expertise and automation mindset to build reliable, production-ready data systems that enable AI at scale.

Unit 1: Foundations of AI-Powered Data Engineering
Develop a strong conceptual foundation in the role of data engineering within the AI lifecycle. Learn about key technologies, cloud data storage models, and best practices for data architecture. Through hands-on

exercises, configure cloud environments, create data schemas, and set up core storage systems for downstream data workflows.

Unit 2: Building and Automating Data Pipelines
Design and implement robust batch and streaming data pipelines using tools such as Airbyte, Apache Kafka, and dbt. Learn to transform, test, and model datasets efficiently for analytics and machine learning. Then, explore workflow orchestration with Apache Airflow and feature store management using Feast to streamline the machine learning process and enable data reuse.

Unit 3: Scaling, Integrating, and Linking to Generative AI Systems
Apply distributed data processing techniques with Apache Spark and manage automation with MLflow. Integrate vector databases and RAG systems to connect enterprise data pipelines with Generative AI tools such as Azure ML, Vertex AI, and AWS SageMaker. Build scalable, cloud-native systems using Terraform and containerize deployments through Docker and Kubernetes.

Unit 4: Monitoring, Securing, and Optimizing Data Workflows
Implement observability solutions for data pipelines with Prometheus and Grafana. Enforce data governance, IAM, and encryption policies to ensure compliance and security. Explore methods for pipeline optimization, cost reduction, and performance tuning. The course concludes with a capstone project: designing, automating, and deploying a complete AI-powered data engineering solution from ingestion to inference.

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

- Explain how data engineering supports the AI and machine learning lifecycle.
- Design and build scalable data pipelines for batch and streaming workloads.
- Integrate data from multiple sources using Airbyte, Kafka, and dbt.
- Orchestrate complex workflows and manage feature stores for ML applications.
- Connect data systems to Generative AI tools using RAG and vector databases.
- Deploy and automate infrastructure with Docker, Kubernetes, Terraform, and MLflow.
- Implement monitoring, security, and governance across cloud-based pipelines.
- Deliver a fully automated AI-powered data pipeline as a capstone project.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations of AI-Powered Data Engineering	4	4	8
Unit 2	Building and Automating Data Pipelines	5	3	8
Unit 3	Scaling, Integrating, and Linking to Generative AI Systems	5	3	8
Unit 4	Monitoring, Securing, and Optimizing Data Workflows	4	4	8
TOTAL		18	14	32

Database Management with AI Integration

32 hours | 1 or 8 weeks

The Database Management with AI Integration course equips learners with the skills and knowledge needed to design, manage, and automate data systems in today's cloud-based and AI-driven environments. Students will explore how modern database technologies support large-scale data processing, analytics, and machine learning applications. Emphasis is placed on system design, scalability, automation, and performance optimization within leading cloud platforms.

Across five competency-based units, learners will build practical expertise in database architecture, automated data pipelines, data warehousing, and AI system integration. Through hands-on labs and real-world exercises, students will design and deploy modern data infrastructures using tools such as PostgreSQL, MongoDB Atlas, Airflow, and Docker.

Unit 1: Designing and Managing Cloud-Based Databases
Introduces students to the design, deployment, and management of modern cloud-based database systems for scalability, performance, and reliability.

Unit 2: Building Automated Data Pipelines and Workflows
Focuses on developing automated workflows and scalable data processes using both SQL and NoSQL systems to support continuous data movement and transformation.

Unit 3: Creating Scalable Data Warehouses and Systems
Covers the design and implementation of cloud-based data warehouses and ETL pipelines that enable efficient data storage, querying, and analytics at scale.

Unit 4: Integrating AI and Automation into Data Systems
Explores how AI and automation tools are integrated into modern data infrastructures to improve efficiency, monitoring, and intelligent processing.

Unit 5: Securing, Monitoring, and Optimizing Systems
Examines strategies for securing, monitoring, and optimizing distributed data systems while ensuring performance, scalability, and reliability in production environments.

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

- Explain the principles and architecture of modern cloud-based relational and non-relational databases.
- Design and manage efficient cloud database solutions that address scalability, performance, and reliability requirements.
- Develop and automate data pipelines and workflows using orchestration and ETL/ELT tools.
- Construct and optimize scalable data warehouses that support advanced analytics and machine learning workloads.
- Integrate and evaluate AI and automation tools within data processing and database systems to improve efficiency.
- Implement and refine DevOps and CI/CD practices for continuous deployment and management of data infrastructures.
- Monitor, assess, and optimize data systems using logging, performance analysis, and observability strategies.
- Design and justify secure, compliant, and resilient distributed data environments using modern platforms and tools such as Snowflake, Airflow, Docker, and MongoDB Atlas.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Designing and Managing Cloud-Based Databases	3	3	6
Unit 2	Building Automated Data Pipelines and Workflows	3	3	6
Unit 3	Creating Scalable Data Warehouses and Systems	3	3	6
Unit 4	Integrating AI and Automation into Data Systems	3	3	6
Unit 5	Securing, Monitoring, and Optimizing Systems	3	5	8
TOTAL		15	17	32

Front-End Development with HTML & CSS

32 hours | 1 or 8 weeks

This course introduces students to the basics of programming for the web using HTML, CSS, and JavaScript. Designed for beginners, it teaches students how to build the visual and interactive components of a website. Students will learn how to create the structural foundation of a site (HTML), style it (CSS), and add logic to control its behavior (JavaScript) through the core languages that make up the web. They will also gain an understanding of how the web works and how to customize their sites using their own designs and ideas.

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

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

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

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

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

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

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Web Foundations and Structure	4	4	8
Unit 2	Styling, Layout, and	4	4	8

	Responsive Design			
Unit 3	Interactive and Dynamic Experiences	4	4	8
Unit 4	Advanced Front-End Workflows and Integration	3	5	8
TOTAL		15	17	32

MLOps & AI Infrastructure

32 hours | 1 or 8 weeks

As organizations integrate artificial intelligence into enterprise systems, the role of the AI professional is expanding from building isolated models to managing large-scale, production-grade ecosystems. In this course, learners will explore how to design, deploy, and govern AI infrastructure that is scalable, reliable, and ethical bridging the gap between data science, engineering, and operations. Through a series of applied labs, they'll work hands-on with cloud environments, containerization, and data platforms to operationalize machine learning pipelines and maintain high-performing AI systems.

Across five competencies, learners will architect end-to-end pipelines, manage data infrastructure, and implement automated workflows that support continuous integration and model retraining. They'll evaluate governance, security, and optimization frameworks while developing strategic thinking for scaling AI infrastructure responsibly within complex organizations. The course culminates in a capstone project where learners synthesize their technical and managerial skills to produce a comprehensive AI Infrastructure Strategy—demonstrating mastery in building, securing, and leading enterprise-grade AI systems.

Unit 1: Designing End-to-End AI Pipeline for Scale
In this unit, learners investigate how to design and operationalize production-grade AI systems that are scalable, reliable, and automated. They examine how data, models, and orchestration layers interact across the AI lifecycle, applying engineering principles that support large-scale, sustainable deployments. By the end of the unit, learners will design a complete AI pipeline that demonstrates scalability and production-readiness.

Unit 2: Managing Data Infrastructure for AI Workloads
In this unit, learners design and manage the data infrastructure required to support scalable AI systems. They examine how data architecture, lineage, quality, and governance contribute to model performance and compliance within production environments. By the end of the unit, learners will construct a secure, transparent, and compliant data management framework for AI operations.

Unit 3: Operationalizing Models and AI Systems (MLOps)
In this unit, learners operationalize AI models through containerization, deployment, and monitoring practices that ensure reliable, continuous performance. They investigate how CI/CD pipelines, automated retraining, and performance monitoring sustain model accuracy and adaptability in production. By the end of the unit, learners will deploy and manage models using principles of scalability, automation, and lifecycle governance.

Unit 4: Securing, Governing, and Optimizing AI Infrastructure
In this unit, learners evaluate how governance frameworks, security policies, and optimization strategies support ethical and efficient AI operations. They investigate how to mitigate risks, enforce compliance, and optimize system performance while maintaining transparency and accountability. By the end of the unit, learners will develop a governance and optimization framework that ensures responsible, sustainable AI infrastructure management.

Unit 5: Leading AI Operations and Infrastructure Strategy

In this culminating unit, learners integrate technical, governance, and strategic dimensions of AI infrastructure leadership. They synthesize architectural design, data management, and MLOps practices into a cohesive roadmap that aligns with organizational goals and ethical principles. By the end of the unit, learners will produce and present a comprehensive AI Infrastructure Strategy that demonstrates mastery in technical fluency, governance, and operational foresight.

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

- Design and implement scalable AI pipelines that connect data ingestion, model training, deployment, and monitoring in a production environment.
- Manage data infrastructure across cloud platforms, applying principles of storage design, lineage tracking, and compliance to ensure reliability and transparency.
- Apply containerization and orchestration tools such as Docker and GCP Cloud Composer to automate workflows and support reproducible machine learning operations.
- Deploy and monitor AI models using CI/CD pipelines and cloud services, establishing systems for drift detection, retraining, and performance optimization.
- Evaluate and mitigate risks through governance frameworks that address security, privacy, and ethical considerations in AI operations.
- Optimize compute and resource utilization by analyzing performance metrics and balancing scalability, cost, and environmental impact.
- Lead cross-functional collaboration between data scientists, IT teams, and business stakeholders to align AI infrastructure with organizational strategy.
- Produce and defend a comprehensive AI Infrastructure Roadmap that demonstrates technical fluency, governance awareness, and strategic leadership in managing enterprise-scale AI systems.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Designing End-to-End AI Pipelines for Scale	3	3	6
Unit 2	Managing Data Infrastructure for AI Workloads	3	3	6
Unit 3	Operationalizing Models and AI Systems (MLOps)	3	3	6
Unit 4	Securing, Governing, and Optimizing AI Infrastructure	3	3	6
Unit 5	Leading AI Operations and Infrastructure Strategy	3	5	8
TOTAL		15	17	32

Performance Marketing with AI

32 hours | 1 or 8 weeks

Students will build the modern performance marketing skill set the industry now demands—pairing channel expertise with AI-driven strategy, experimentation, and governance. Students will explore how AI transforms audience targeting, creative workflows, bidding, analytics, measurement, and optimization across four core competency areas.

Students will gain hands-on experience using leading ad platform features, predictive signals, generative AI tools, and automated reporting systems to make faster, more confident performance decisions. Through practical labs and a multi-part capstone, students will practice evaluating automation opportunities, designing AI-informed campaigns, interpreting modeled conversion data, and applying ethical and governance frameworks.

The course is designed for marketers, analysts, strategists, and adjacent roles ready to deepen their technical and strategic capabilities in an AI-accelerated environment. By the end, students will graduate with a portfolio-ready campaign blueprint and the ability to execute, optimize, and communicate AI-powered performance strategies with clarity and responsibility.

Unit 1: AI Foundations in Performance Marketing
Students will build a foundational understanding of how AI transforms paid media workflows by exploring automation opportunities, predictive targeting, generative creative, and auction dynamics through hands-on labs.

Unit 2: AI in Search & Social Advertising
Students will learn to design automation-ready search and social campaigns by applying AI-driven structures, optimization recommendations, answer-engine content strategies, and cross-channel signal integration.

Unit 3: AI Analytics, Insights & Experimentation
Students will develop the ability to interpret modeled conversion data, evaluate experiment results, and generate automated insights by using AI-powered measurement, attribution, dashboards, and predictive testing tools.

Unit 4: AI Strategy, Governance & Execution Excellence
Students will apply responsible AI, governance, and ethical frameworks to design, refine, and present a fully integrated AI-powered performance marketing strategy through case analysis and capstone work.

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

- Explain how AI reshapes performance marketing channels, workflows, and optimization models across search, social, and commerce ecosystems.
- Evaluate automation and predictive-signal opportunities to improve audience targeting, bidding, creative, and campaign structure decisions.
- Design AI-informed campaign architectures—including asset groups, audience strategies, and signal-sharing frameworks—that enable scalable automated performance.
- Apply generative AI and prompt engineering techniques to develop, test, and assess performance-ready creative variations.
- Interpret AI-driven analytics, modeled conversions, attribution methods, and experiment results to determine reporting accuracy and optimization impact.
- Construct automated dashboards and insight workflows that translate AI-generated outputs into clear, actionable performance recommendations.
- Assess ethical, legal, and governance considerations—including data use, algorithmic bias, and automation risk—to ensure responsible AI deployment in paid media.
- Develop and present an integrated, AI-powered performance marketing strategy that demonstrates predictive learning, measurement rigor, and stakeholder-ready storytelling.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	AI Foundations in Performance Marketing	4	4	8

Unit 2	AI in Search & Social Advertising	4	4	8
Unit 3	AI Analytics, Insights & Experimentation	4	4	8
Unit 4	AI Strategy, Governance & Execution Excellence	2	6	8
TOTAL		14	18	32

Project Management Skills with AI

32 hours | 1 or 8 weeks

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

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

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

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

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

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

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

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

- Explain how AI is transforming project management roles, skills, and responsibilities.
- Select and adapt project management frameworks using AI-driven insights.
- Develop project plans and workflows that integrate AI tools with stakeholder needs.
- Differentiate between human oversight and AI automation to optimize collaboration.
- Evaluate project performance by connecting metrics, outcomes, and organizational goals.
- Apply predictive AI tools to strengthen risk management and mitigation strategies.
- Design adaptive project approaches that respond to changing contexts with AI support.

- Communicate effectively with stakeholders using AI-enabled reporting and facilitation tools.
- Lead distributed and hybrid teams by integrating AI collaboration tools into coordination and accountability practices.
- Formulate responsible and ethical strategies for AI adoption in project workflows.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Project Management in the AI Era	4	4	8
Unit 2	Data-Driven Decision-Making and Adaptive Methods	4	4	8
Unit 3	AI Across Functions and Change Management	3	1	4
Unit 4	Ethics and Governance in AI-Driven Project Management	2	2	4
Unit 5	Communication, Collaboration, and Leadership with AI	3	5	8
TOTAL		16	16	32

Python for AI & Data

32 hours | 1 or 8 weeks

Python is one of the most in-demand skills across data and AI roles. In this course, the learner will use it to solve analytical problems and uncover insights from data—building the foundational programming skills and analytical thinking needed for careers such as Data Analyst, Business Analyst, or Junior Software Engineer. The learner will explore how to collect, clean, and interpret data, apply statistical reasoning, and turn information into meaningful, evidence-based insights.

Through hands-on labs, realistic datasets, and a capstone project, the learner will gain practical experience with core Python libraries including Pandas, NumPy, SciPy, and scikit-learn. the learner will write clean, reproducible code, create effective visualizations, and experiment with simple machine learning workflows. Designed to align with industry skill frameworks, this course connects coding fundamentals with the analytical and problem-solving abilities employers expect in today's AI-powered workplace.

Unit 1: Applying Python Fundamentals to Solve Data Problems
Learners develop the essential programming foundation for data analysis and AI applications using Python. They configure their environment, explore the Jupyter ecosystem, and practice writing clean, reproducible code. By mastering variables, data types, logic, and structured programming, learners gain the confidence to approach analytical tasks with clarity, efficiency, and precision.

Unit 2: Cleaning and Transforming Data with Python Tools
Learners ingest, clean, and transform real-world datasets using Pandas and NumPy. They apply validation and quality testing to ensure data accuracy and consistency, and experiment with data collection through APIs and web scraping. This unit builds readiness for more advanced analytical and visualization workflows.

Unit 3: Analyzing and Visualizing Data with Python

Learners apply descriptive and inferential statistics to uncover patterns, relationships, and trends within data. They use SciPy, Matplotlib, and Seaborn to create clear, professional visualizations that communicate evidence-based insights. By combining analysis and design principles, learners develop confidence in presenting data-driven stories.

Unit 4: Building and Deploying Machine Learning Models
Learners train, test, and evaluate supervised machine learning models using scikit-learn, gaining hands-on experience with key AI workflows. They then deploy models using cloud tools such as AWS Bedrock, learning how scalability and integration connect analysis to real-world applications.

Unit 5: Using Version Control for Reproducible Work
Learners implement debugging, refactoring, and version-control practices to ensure professional code quality and reproducibility. The course culminates in a capstone project that integrates all competencies into an end-to-end analytical workflow, demonstrating mastery in coding, analysis, and communication.

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

- Configure and manage a Python environment using Jupyter for analytical work.
- Write and debug clean, structured code to automate data tasks.
- Ingest, clean, and transform datasets using Pandas and NumPy.
- Apply statistical and computational techniques to identify and interpret patterns.
- Create visualizations using Matplotlib and Seaborn to communicate insights clearly.
- Train and evaluate basic machine learning models using scikit-learn and deploy them via cloud AI tools.
- Implement debugging, refactoring, and version-control practices using Git and GitHub.
- Design and deliver a complete, reproducible data analysis project demonstrating professional analytical standards.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	Applying Python Fundamentals to Structure and Solve Analytical Problems	3	3	6
Unit 2	Data Wrangling with Pandas and NumPy	3	3	6
Unit 3	Analyzing and Visualizing Data with Python	3	3	6
Unit 4	Building and Deploying Machine Learning Models	3	3	6
Unit 5	Ensuring Quality and Reproducibility in Analytical Work	3	5	8
TOTAL		15	17	32

UI Design for AI Products

32 hours | 1 or 8 weeks

As artificial intelligence becomes embedded in everyday digital products, the role of the designer is evolving from crafting static screens to shaping adaptive, intelligent systems. In this course, learners will explore how to design interfaces that are scalable, ethical, and responsive—balancing human-centered

principles with data-driven logic and automation. Through a series of labs, they'll examine how visual hierarchy, accessibility, and component-driven systems establish trust and clarity in AI experiences.

Across five units, learners will design modular systems, responsive grids, and interaction patterns that adapt across devices and contexts. They'll document and refine design decisions, practicing effective collaboration between design and development teams. The course culminates in a capstone project where learners synthesize their skills to create a cohesive, unified AI interface system—demonstrating mastery in designing for intelligence, inclusivity, and scalability in the age of AI.

Unit 1: Advanced Visual Design for Intelligent Interfaces
In this unit, the learner will investigate how visual hierarchy, color, typography, and layout shape user trust and comprehension in AI-rich environments. The learner will analyze how design aesthetics influence perception, feedback, and accessibility in intelligent interfaces. By the end of the unit, learners will design responsive, data-informed visuals that balance clarity, engagement, and inclusivity across contexts.

Unit 2: Scalable Design Systems & Documentation
In this unit, the learner will explore how modular design systems establish the foundation for scalable, intelligent products. The learner will examine how tokens, components, and governance frameworks create cohesion across AI-driven experiences. By the end of the unit, learners will construct structured design documentation that communicates adaptability, clarity, and consistency across evolving platforms.

Unit 3: Interaction Feedback in AI Systems
In this unit, the learner will examine how AI-driven interactions create responsive, conversational, and adaptive experiences. The learner will explore feedback, motion, and visualization techniques that make system behavior transparent and understandable. By the end of the unit, learners will design cohesive interaction patterns that foster user confidence and human–AI collaboration across devices.

Unit 4: Technical Integration & Collaboration
In this unit, the learner will explore how technical fluency bridges the gap between design intent and development implementation. The learner will practice translating interface logic into structured specifications that align with accessible code standards. By the end of the unit, learners will apply collaborative documentation and communication strategies that enhance accuracy, scalability, and cross-functional alignment.

Unit 5: Maintenance, Accessibility, and Governance
In this unit, the learner will analyze how inclusive design, accessibility, and ongoing governance ensure ethical and sustainable AI systems. The learner will examine methods for auditing design integrity, managing versioning, and maintaining system consistency over time. By the end of the unit, learners will evaluate and refine design systems that evolve responsibly with technology and user needs.

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

- Analyze how modular design systems and adaptive components support scalable, data-informed AI product ecosystems.
- Design responsive and accessible interfaces that translate complex AI logic into clear, human-centered visual experiences.
- Integrate motion, feedback, and data visualization to communicate AI system behavior, transparency, and confidence.
- Apply technical literacy in HTML, CSS, and documentation practices to strengthen collaboration between design and development teams.
- Evaluate inclusivity, accessibility, and governance strategies to ensure ethical, sustainable evolution of AI interface systems.
- Synthesize advanced visual design, responsive layout, and system documentation principles into cohesive multi-platform design frameworks.

- Formulate innovative interface solutions that adapt intelligently across devices, modalities, and user contexts.
- Produce and defend a unified AI interface system that demonstrates scalability, ethical reasoning, and human–AI collaboration.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Advanced Visual Design for Intelligent Interfaces	5	5	10
Unit 2	Scalable Design Systems & Documentation	3	3	6
Unit 3	Interaction and Feedback in AI Systems	3	3	6
Unit 4	Technical Integration and Collaboration	2	2	4
Unit 5	Maintenance, Accessibility, and Governance	2	4	6
TOTAL		15	17	32

UX Design for AI Experiences

32 hours | 1 week or 8 weeks

In this course, the learner will combine human-centered design principles with AI-powered systems thinking to create adaptive, ethical, and intelligent digital experiences. From personalization and predictive interactions to transparency and trust, the course explores how AI can enhance—rather than replace—the designer's role in shaping meaningful user experiences.

Across five units, learners will apply concepts through hands-on labs and design challenges, building toward a capstone project that demonstrates the ability to design cohesive, AI-enabled ecosystems. Throughout the course, learners will practice structuring information for intelligent systems, crafting adaptive interfaces, and designing content that responds to user context and intent. By the end of the course, learners will have developed a portfolio-ready, AI-driven experience design and the confidence to lead in the next generation of UX innovation.

Unit 1: AI Foundations for Experience Design
In this unit, the learner will explore how artificial intelligence is transforming the foundation of digital product design and user experience. The learner will examine key AI concepts such as personalization, prediction, and automation, and will analyze how these principles influence design decisions. By the end of the unit, learners will identify opportunities to integrate AI responsibly into everyday experiences and map where human creativity and machine intelligence intersect.

Unit 2: Designing Intelligent Interactions (Human-AI Interface Design)
In this unit, the learner will examine how adaptive and conversational interfaces create meaningful human–AI interactions. The learner will study how tone, responsiveness, and feedback shape trust and usability in systems that learn from behavior and context. By the end of the unit, learners will design interactive prototypes that balance user control with AI autonomy across different use cases.

Unit 3: Multi-Platform and Contextual Experience Design
In this unit, the learner will design AI-enabled experiences that remain consistent and intuitive across platforms, devices, and environments. The learner will explore how AI can personalize experiences while

honoring each platform's native patterns and accessibility requirements. By the end of the unit, learners will create responsive, adaptive concepts that scale seamlessly across digital ecosystems.

Unit 4: Experience Architecture and Content Intelligence
In this unit, the learner will explore how data, structure, and content shape the intelligence and usability of AI systems. The learner will design architectures and content strategies that help both humans and machines interpret, navigate, and personalize digital experiences. By the end of the unit, learners will produce frameworks that align adaptive information flows with ethical and user-centered design.

Unit 5: Complex Systems and Continuous Design Evolution
In this unit, the learner will synthesize prior knowledge to design an end-to-end, AI-enabled experience ecosystem. The learner will apply systems thinking to address complex, real-world design challenges that connect data, interactions, and human touchpoints. By the end of the unit, learners will present a complete, AI-informed experience strategy that demonstrates ethical reasoning, adaptability, and design leadership at scale.

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

- Analyze how emerging AI capabilities transform the principles, methods, and impact of modern experience design.
- Evaluate opportunities for meaningful human–AI collaboration that uphold ethical, transparent, and user-centered design values.
- Design adaptive and conversational interfaces that dynamically respond to user behavior, intent, and context across platforms and modalities.
- Integrate AI-driven insights into the development of information architectures and user journeys to optimize personalization and interpretability.
- Construct intelligent content strategies that adapt tone, message, and style to diverse audiences and contexts while maintaining brand coherence.
- Synthesize multi-device and cross-platform design frameworks to deliver consistent, accessible, and contextually aware experiences.
- Formulate innovative solutions to complex, data-informed design challenges using systems thinking and iterative experimentation.
- Produce and defend an end-to-end AI-enabled experience ecosystem that demonstrates ethical reasoning, adaptability, and strategic design leadership.

Course Outline

Subject	Subject Title	Lecture	Lab	Total
Unit 1	AI Foundations for Experience Design	4	4	8
Unit 2	Designing Intelligent Interactions (Human-AI Interface Design)	3	3	6
Unit 3	Multi-Platform and Contextual Experience Design	3	3	6
Unit 4	Experience Architecture and Content Intelligence	2	2	4
Unit 5	Complex Systems and Continuous Design Evolution	3	5	8
TOTAL		15	17	32

UX Portfolio Storytelling with AI

32 hours | 1 week or 8 weeks

In the age of artificial intelligence, the designer's portfolio has evolved from a static showcase into a dynamic narrative of process, reflection, and collaboration. In this course, learners will craft professional design portfolios that communicate both creative identity and AI-era design fluency. Through guided curation, storytelling, and visual composition, they'll transform project documentation into engaging, transparent case studies that highlight innovation and ethical awareness.

Across five units, learners will design cohesive online portfolios, develop personal brand systems, and refine their professional presence for the modern design landscape. The course culminates in a capstone project where learners present and defend their AI-powered design portfolios—demonstrating reflection, technical depth, and strategic storytelling in an evolving digital ecosystem.

Unit 1: Discovery & Direction
In this unit, the learner will explore how intentional goal setting and ethical positioning shape the direction of an AI-powered portfolio. The learner will research target audiences, clarify professional aspirations, and define an authentic purpose that reflects their evolving role in the AI design landscape. By the end of the unit, learners will establish a clear foundation for their portfolio grounded in career intent, audience insight, and responsible storytelling.

Unit 2: Research & Curation
In this unit, the learner will investigate how strategic selection, structure, and visual identity communicate expertise across AI-enhanced design work. The learner will assess and organize project materials, design an intuitive information architecture, and develop a cohesive brand system that reinforces clarity and consistency. By the end of the unit, learners will curate a unified body of work that reflects intentionality, usability, and personal aesthetic coherence.

Unit 3: Narrative & Story Systems
In this unit, the learner will transform curated projects into compelling stories that highlight process, insight, and collaboration with AI. The learner will structure, articulate, and visualize narratives that engage diverse audiences through emotion, clarity, and confident delivery. By the end of the unit, learners will produce integrated case studies that balance narrative flow, visual storytelling, and audience resonance.

Unit 4: Prototyping & Testing
In this unit, the learner will prototype and evaluate their portfolio as an interactive user experience. The learner will translate narrative and structure into functional wireframes, document interactions, and test usability through peer and AI-assisted feedback. By the end of the unit, learners will refine their portfolio's navigation, clarity, and emotional impact through iterative testing and analysis.

Unit 5: Launch & Professional Practice
In this unit, the learner will synthesize their design stories, brand identity, and presentation skills into a professional launch-ready portfolio. The learner will align their online presence with career goals, practice persuasive storytelling, and deliver a confident final presentation. By the end of the unit, learners will demonstrate readiness to share their AI-powered portfolio and articulate their design maturity to potential employers or collaborators.

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

- Analyze how storytelling and curation shape professional identity and credibility in AI-era design practice.
- Design cohesive, visually structured portfolios that communicate design intent, iteration, and AI collaboration with clarity and integrity.

- Integrate written reflection, narrative framing, and case study composition to express process depth and design rationale.
- Construct adaptive wireframes and interaction flows that visualize user journeys, logic, and decision-making within AI-driven projects.
- Apply branding and visual hierarchy principles to develop a consistent, authentic personal design identity across platforms.
- Evaluate communication, presentation, and networking strategies to strengthen professional presence and industry engagement.
- Synthesize ethical reasoning and transparency practices to represent AI contributions responsibly within design work.
- Produce and defend a comprehensive AI-powered design portfolio that demonstrates creative growth, professional readiness, and reflective storytelling.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Discovery & Direction	3	3	6
Unit 2	Research & Curation	3	3	6
Unit 3	Narrative & Story Systems	3	3	6
Unit 4	Prototyping & Testing	4	4	8
Unit 5	Launch & Professional Presence	2	4	6
TOTAL		15	17	32

UX Research & Strategy with AI

32 hours | 1 or 8 weeks

UX research and strategy are evolving rapidly, and AI is at the center of that transformation. In this course, the learner will combine proven UX research methods with AI-powered tools to uncover insights, design with empathy, and shape data-driven product decisions. From problem framing and data analysis to prototyping and storytelling, the course demonstrates how AI can support the role of the UX researcher and strategist.

Across five learning units, learners will apply key concepts to a real or simulated AI product challenge, building toward a capstone that demonstrates the ability to lead research and strategy with AI support from start to finish. Throughout the course, learners will practice using AI ethically and responsibly, craft compelling narratives for stakeholders, and collaborate effectively with interdisciplinary teams.

By the end of the course, learners will have developed a comprehensive, AI-supported UX research strategy—and the confidence to design, test, and communicate user experiences that thrive in the AI era.

Unit 1: Foundational UX Research and Strategy
In this unit, the learner will develop a strong foundation in UX research while exploring how AI is transforming design and strategy. The learner will examine AI-driven methods for user research, design thinking, and problem framing, and discover how AI can enhance data collection, analysis, and decision-

making. By the end, learners will create AI-augmented research plans and workflows that effectively combine human insight with AI capabilities.

Unit 2: Advanced Research Execution and Analysis
In this unit, the learner will advance skills in UX research execution while exploring how AI enhances prototyping, testing, and data analysis. The learner will apply AI tools to streamline research workflows, participant management, and iterative testing, and will discover how AI can accelerate insights and improve decision-making. By the end, learners will conduct AI-augmented studies and build prototypes that integrate human judgment with automated analysis for more effective UX outcomes.

Unit 3: Strategic Planning & Insight Communication
In this unit, the learner will enhance the ability to translate UX research into actionable insights while exploring how AI can support analysis, communication, and inclusivity. The learner will leverage AI tools to synthesize data, craft narratives, and design accessible research processes, and will discover how AI can improve clarity, reliability, and stakeholder engagement. By the end, learners will deliver AI-augmented research findings and strategies that combine rigorous analysis with effective, inclusive communication.

Unit 4: Collaboration & Professional Practice
In this unit, the learner will build advanced skills in navigating AI-driven environments while exploring how AI can enhance decision-making and ethical design. The learner will apply AI tools to support adaptability, assess risks, and address bias, and will discover how responsible AI practices can improve user trust and experience. By the end, learners will design AI-augmented strategies that balance innovation, resilience, and ethical responsibility in complex UX contexts.

Unit 5: AI Integration in Research
In this unit, the learner will explore advanced AI applications in UX research while examining how ethics, bias mitigation, and user trust shape design decisions. The learner will apply AI tools to assess risks, identify ethical concerns, and develop research strategies, and will discover how responsible AI practices can guide effective and trustworthy UX. By the end, learners will complete a focused, AI-augmented capstone project that balances rapid research with ethical insight for AI-powered features.

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

- Integrate AI tools into UX research and strategy to enhance how you gather, interpret, and apply user insights across the product lifecycle.
- Apply design thinking and agile methods with AI-driven workflows to speed iteration and strengthen collaboration across product teams.
- Develop and execute AI-informed research plans that align user needs, business goals, and technical opportunities.
- Use AI to analyze complex data and turn research findings into clear, actionable design recommendations.
- Communicate insights effectively through AI-assisted visualizations, storytelling, and tailored stakeholder presentations.
- Uphold research quality, inclusivity, and ethics by mitigating bias and ensuring accessible, responsible AI use.
- Collaborate effectively in interdisciplinary AI product teams, balancing user advocacy with technical and strategic priorities.
- Demonstrate leadership in ethical, data-driven UX research through a capstone project showcasing responsible AI-powered experience design.

Course Outline				
Subject	Subject Title	Lecture	Lab	Total

Unit 1	Foundational UX Research and Strategy	5	5	10
Unit 2	Advanced Research Execution and Analysis	5	5	10
Unit 3	Strategic Planning and Insight Communication	2	2	4
Unit 4	Collaboration and Professional Practice	2	2	4
Unit 5	AI Integration and Research	1	3	4
TOTAL		15	17	32

Vibe Coding

32 hours | 1 or 8 weeks

Digital prototyping is undergoing a fundamental transformation through artificial intelligence. This course equips students with vibe coding skills, the practice of building digital solutions using natural language commands. The program serves non technical professionals who need to transform ideas into tangible prototypes without engineering support. Students will leverage AI to generate functional code, design interfaces, and automate workflows, accelerating their ability to validate concepts and communicate vision.

Throughout 16 sessions, students progress from creating basic web pages to developing interactive prototypes with live data integration and automation. The curriculum emphasizes strategic decision making about when to use AI generated code versus no code platforms, along with systematic troubleshooting and refinement techniques. Each module builds progressively, developing both technical AI fluency and practical judgment for real world business applications.

Upon completion, students will possess a portfolio of working prototypes and the confidence to lead digital initiatives. Whether creating campaign landing pages, process automations, or product mock ups, graduates will bridge the gap between idea and execution. These skills drive organizational innovation and career advancement in today's digital landscape.

Unit 1: Foundations & Ideation
Establish the core principles of AI-driven development. This module introduces vibe coding methodology, effective prompt engineering, and basic web structure generation, enabling you to create your first functional prototypes using natural language commands.

Unit 2: Core Prototyping Concepts
Progress to dynamic prototypes by adding styling, interactive elements, and complex functionality. Learn to create responsive designs, JavaScript behaviors, and multi-page navigation systems that respond to user input

Unit 3: Automation & Advanced Tools
Expand prototyping capabilities by connecting digital solutions to real-world data and automation workflows. This module focuses on integrating live data through APIs, automating communication systems, and streamlining data processing tasks, transforming static prototypes into dynamic, business-ready applications.

Unit 4: Application & Problem-Solving
Bridge technical execution with user-centric design through systematic testing and refinement methodologies. Students will implement core features, analyze user feedback, and apply AI-assisted debugging to solve complex design and functionality challenges, ensuring prototypes meet both business objectives and user needs.

Unit 5: Collaboration & Leadership
Consolidate all skills through a comprehensive final project and prepare for professional implementation. Develop a tangible portfolio and strategic plan to apply vibe coding methodology directly to your career context and digital initiatives.

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

- Master strategic prompt engineering to translate business requirements into precise AI instructions.
- Develop functional web prototypes by generating and structuring HTML, CSS, and JavaScript with AI.
- Architect multi-page websites with logical navigation and user-centric information structures.
- Implement interactive elements and dynamic behaviors to create engaging user experiences.
- Automate workflows and data processing by connecting prototypes to email services, spreadsheets, and APIs.
- Evaluate and select the appropriate development approach, choosing between AI-generated code and no-code platforms.
- Diagnose and resolve technical and UX issues using systematic, AI-assisted debugging and refinement.
- Apply the end-to-end vibe coding methodology to independently lead digital projects from concept to functional prototype. UX research

Course Outline				
Subject	Subject Title	Lecture	Lab	Total
Unit 1	Foundations & Ideation	4	4	8
Unit 2	Core Prototyping Concepts	4	4	8
Unit 3	Automation & Advanced Tools	3	3	6
Unit 4	Application & Problem Solving	3	3	6
Unit 5	Collaboration & Leadership	2	2	4
TOTAL		16	16	32

Bootcamps

Data Analytics Bootcamp Online

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

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

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

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

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

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

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

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

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

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

Unit 7: Data in the Organization (39 hours)

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

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

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

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

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

Data Science Bootcamp Online

480 hours | Full-time, 12 weeks

In this course, students apply statistics, programming, data analytics, and modeling skills in different real-world contexts, mastering the skills they need to launch a data science career. Data Scientist careers involve taking large data sets and analyzing them using different types of models and algorithms to gain insights and predict trends.

Course Outline

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

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

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

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

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

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

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

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

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

Information Technology Bootcamp Online

240 hours | Part-time, 12 weeks

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

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	IT Basics and A+ Core 1	39	21		60
Unit 2	A+ Core 2	39	21		60

Unit 3	Network+	67	53		120
TOTAL		145	95		240

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

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

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

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

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

Software Engineering Bootcamp Online

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

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

Course Outline

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

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

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

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

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

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

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

- Coding webpages using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript
- Programming fundamentals and software engineering best practices.
- Version control and collaborative software development with Git and GitHub.
- Developing full-stack applications with in-demand technologies such as Ruby on Rails, Python with Django, and Express with Node.js.
- Building full-stack applications by leveraging common design and architectural patterns like model–view– controller (MVC) and Representational State Transfer (REST).

- Safely modeling and storing data in SQL and NoSQL databases.
- Consuming and integrating third-party application programming interfaces (APIs) in an application.
- Front-end web application development with modern JavaScript frameworks such as React.
- Deploying applications to the web via cloud-based hosting.
- Implementing common data structures encountered in technical interview situations, such as Linked Lists and Trees.
- Solving algorithm challenges and analyzing the computational complexity of algorithms using Big O notation.

User Experience Design Bootcamp Online

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

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

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	UX Foundations	28	52		80
Unit 2	UI Foundations	30	50		80
Unit 3	Design Iteration and Development	26	54		80
Unit 4	Working with a Product Team	30	50		80
Unit 5	UX in the Real World	24	96		120
Unit 6	UX Career Planning	13	27		40
TOTAL		151	329		480

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

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

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

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

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

conversational storytelling to develop your portfolio and get industry ready.

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

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

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

- Identify and implement the most effective methods of user research to gain a deeper understanding of what users want and need.
- Leverage the tenets of information architecture to organize content for the greatest user benefit.
- Use interaction design techniques to craft a dynamic digital product that behaves intuitively.
- Apply the fundamentals of visual design to bring delight and function to users.
- Conduct usability testing to make product experiences more accessible for diverse user populations and environments.
- Utilize the fundamentals of HTML and CSS to create a webpage and have a better understanding of working with developers.
- Produce design documentation to articulate design decisions to clients and stakeholders.
- Use industry-standard digital design tools to generate wireframes and prototypes.
- Evaluate business requirements and technical constraints and employ product management techniques to design products that can be successfully launched.
- Work within a design system and team of fellow designers and programmers to solve business challenges and address user needs, creating polished, functional products and prototypes.
- Understand the basics of service design to advise stakeholders on how to change operating procedures and workflows to deliver on new product experiences.

Hybrid Short Courses

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

Information Technology Basics Short Course Online

120 hours | Part-Time, 12 weeks

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

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

Unit 2	A+ Core 2	39	21		60
TOTAL		78	42		120

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

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

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

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

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

Python Programming Short Course

40 hours | 10 weeks

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

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

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

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

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

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

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

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

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

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

Academic Policies

Hours

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

Attendance

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

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

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

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

Live lectures

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

A student is considered present if they are in the assigned classroom for the scheduled amount of time, for example, neither late for class (tardy) nor leaving before the end of class (leave early). Three late arrivals and/or early departures will result in an absence for one class session. A class session is defined as the instructional hours provided on one calendar day.

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

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

Attendance Measurement: Percentage of Scheduled Time

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

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

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

Attendance Measurement: Consecutive absences

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

Excused Absences

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

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

General Assembly does not provide an interruption option.

Religious Accommodation Policy

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

Leave of Absence Policy

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

Homework

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

Satisfactory Academic Progress (SAP) Policy

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

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

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

Course Length	Evaluation Point
32 hours / 1 week	16 hours / .5 week
32 hours / 8 weeks	16 hours/ 4 weeks
40 hours / 10 weeks	20 hours / 5 weeks
120 hours / 12 weeks	60 hours / 6 weeks
240 hours / 12 weeks	120 hours / 6 weeks
420 hours / 12 weeks	210 hours / 6 weeks
420 hours / 32 weeks	105 hours / 8 weeks 210 hours / 16 weeks 315 hours / 24 weeks
480 hours / 12 weeks	240 hours / 6 weeks
480 hours / 32 weeks	120 hours / 8 weeks, 240 hours / 16 weeks 360 hours / 24 weeks

General Assembly does not have a cumulative final test or examination required for the completion of any of the courses. A statement will be furnished to students regarding satisfactory or unsatisfactory progress. To receive a Certificate of Completion from General Assembly, all standards of progress must be met.

Academic Probation and Failure

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

Grading System

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

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

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

Grade	Definition	Assignment or Assessment Output
4.0	Exceeds Expectations / Advanced	The work meets all requirements at a mastery level. The overall work is ready to be shared as an exemplar of the ability to apply conceptual knowledge at the level of the industry standard. Errors are minor and don't detract from the overall quality of the work.
3.0	Meeting Expectations / Proficient	The work meets all requirements at a satisfactory and functional level. The overall work demonstrates the core conceptual understanding and application necessary to apply feedback to bring the work forward to industry standard. Errors are minor and don't detract from the overall quality of the work.

2.0	Does Not Meet Expectations / Developing	The work meets only some requirements at a satisfactory and functional level. Some requirements may be missing or below satisfactory in demonstrating conceptual understanding and application. The overall work needs development to reach industry standard. Errors are blocking functionality and the overall quality of the work.
1.0	Incomplete / Beginning	The work meets few or none of requirements at a satisfactory and functional level. Many requirements may be missing or far below satisfactory in demonstrating conceptual understanding and application. The overall work needs major development to reach industry standard. Errors are blocking functionality and the overall quality of the work.
0.0	Missing / Not Acceptable	Did not submit by deadline or work is incomplete at the level at which it cannot be evaluated

Assessment/Project & Assignment Extensions

Assessments

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

Assignments

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

Make-Up Work

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

Certificates of Completion

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

Transfer Policy

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

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

Information Exchange, Privacy, and Safety
All information students provide to General Assembly is stored on secure servers. All information provided or transactions conducted will be encrypted using SSL technology.

Student Rights
1. Students have the right to equal opportunity education and an educational experience free from discrimination or harassment based on sex, gender identity and/or expression, race, color, religion, ancestry, national origin, marital status, veteran or military status, sexual orientation, medical condition, genetic information, or the presence of any sensory, mental, or physical disability, or the use of a trained guide dog or service animal by a person with a disability, or other categories protected by law of the states in which we operate.
2. Students have the right to view their own academic records.
3. Students have the right to cancel or withdraw from their course, per General Assembly's Cancellation, Withdrawal, and Refund Policy.
4. Students have the right to file a grievance, per General Assembly's Grievance Procedure.

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

Student Services

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

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

Housing
General Assembly does not provide student housing.

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

charge while enrolled.

Career Services and Resources

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

To access Career Services support, a student must:

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

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

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

Student Records

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

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

Grievance Procedure

Internal Grievance Procedure

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

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

External Grievance Procedure

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

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

(512) 936-3100
texasworkforce.org/careerschools

Cancellation, Withdrawal & Refund Policy

General Assembly's Right to Cancel

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

Student's Right to Cancel

1. Cancellation is effective when the student provides a written notice of cancellation in writing to the Student Success team via studentsuccess@generalassemb.ly before the first day of class. The notification is effective when General Assembly receives notice. Students who attend class after they have submitted a notification of intent to cancel or withdraw will be liable for further tuition costs.
2. The written notice of cancellation need not take any particular form and however expressed; it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.
3. One Week Course only: Students have the right to cancel their course of instruction, without any penalty or obligation, through attendance at the first class session (the course start date) or the seventh calendar day after enrollment (the execution date of this agreement), whichever is later. If the Enrollment Agreement is canceled, the school will refund the student any money they paid, less a registration or application fee, within 30 days after the notice of cancellation is received.
4. Bootcamp Online (Programs) and Short Course courses only: A full refund will be made to any student who cancels the enrollment contract within 72 hours (until midnight of the third day excluding Saturdays, Sundays, and legal holidays) after the Enrollment Agreement is signed. A full refund will also be made to any student who cancels enrollment within the student's first three scheduled class days, except that the school may retain not more than $100 in any administrative fees charged, as well as items of extra expense that are necessary for the portion of the program attended and stated separately in the Enrollment Agreement.

Withdrawal

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

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

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

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

Refund Policy

Bootcamps Online and Short Course Refunds

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

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

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

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

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

necessary for the portion of the program attended and separately stated in the Enrollment Agreement. Any such items not required for the portion of the program attended must be included in the refund.

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

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

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.
2. The payment of refunds will be totally completed such that the refund instrument has been negotiated or credited into the proper account(s) within 30 days after the effective date of termination.

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

Refund Policy for Active Military Service

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

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

Tuition and Fees

Online Students			
Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
Agentic AI Strategy	$100	$2,850	$2,950
AI Product Strategy	$100	$2,850	$2,950
AI Systems Engineering & Reliability	$100	$2,850	$2,950
AI Workplace Fundamentals	$100	$2,850	$2,950
AI-First Product Management	$100	$2,850	$2,950
Applied AI and Deep Learning in Action	$100	$2,850	$2,950
Back-End Development with JavaScript	$100	$2,850	$2,950
Build AI Agents	$100	$2,850	$2,950
Build AI Web Applications	$100	$2,850	$2,950
Business Intelligence with AI	$100	$2,850	$2,950
Content Marketing Strategy with AI	$100	$2,850	$2,950
Creative Production with AI	$100	$2,850	$2,950
Data Analytics and Visualization	$100	$2,850	$2,950
Data Engineering & Automation with AI	$100	$2,850	$2,950
Database Management with AI Integration	$100	$2,850	$2,950
Front-End Development with HTML & CSS	$100	$2,850	$2,950
MLOps & AI Infrastructure	$100	$2,850	$2,950
Performance Marketing with AI	$100	$2,850	$2,950
Project Management Skills with AI	$100	$2,850	$2,950
Python for AI & Data	$100	$2,850	$2,950
UI Design for AI Products	$100	$2,850	$2,950
UX Design for AI Experiences	$100	$2,850	$2,950
UX Portfolio Storytelling with AI	$100	$2,850	$2,950
UX Research & Strategy with AI Online	$100	$2,850	$2,950
Vibe Coding	$100	$2,850	$2,950

Online Students – Bootcamps			
Course	Registration Fee (Non-Refundable)	Tuition	Total Cost
Data Analytics Bootcamp Online	$100	$16,350	$16,450
Data Science Bootcamp Online	$100	$16,350	$16,450
Information Technology Bootcamp Online	$100	$7,500	$7,600
Software Engineering Bootcamp Online	$100	$16,350	$16,450
User Experience Design Bootcamp Online	$100	$16,350	$16,450

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

Financial Assistance

Payment Policy and Payment Plan Options

Unless otherwise agreed to in a private lending or financing agreement and as approved by General Assembly, all students pay an upfront payment of $100 upon 24 hours of enrollment.

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

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

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

Payment in full is a graduation requirement and certificates of completion will be withheld until full balance is paid. If a student holds an outstanding balance after the course end date, a one-time $75 late fee will be applied and a 1.5% interest charge on the total due will be applied each month thereafter. Students will incur a $25 fee for declined transactions or returned checks.

General Assembly may, in its sole discretion, refer a student's account to a collection agency without further notice to the student in the event the student is in default in any payment due. To the extent

permitted by applicable law, the student agrees to pay all costs incurred by General Assembly in collecting the balance due.

Payment Plan	Upfront Payment (Registration and Fee)	Payment Installments and Schedule
1/2 Payment Option	All students pay a registration fee of $100 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 a registration fee of $100 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 $100 due upon enrollment charge) within 24 hours of enrollment.	1/4 due 7 days after course start date 1/4 due three weeks after previous invoice date 1/4 due three weeks after previous invoice date

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

Third-Party Sponsor Payment Policy

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

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

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

Consumer Information

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

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

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

Legal Considerations

Terms Of Service & Privacy Policy

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

Appendix A: Ownership, Management, and Faculty

Board of Directors
Gaëlle de la Fosse
Daniele Grassi

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

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

Duties
General Assembly is governed by a board of directors.

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

VA School Certifying Official
Cristina Rodriquez, sco@ga.co

Faculty
See Appendix B.

Appendix B: Texas Faculty

Texas Campus				
Instructor	Course	Degree	Institution	Years Experience
Samuel Bassong Bassong	Software Engineering Bootcamp Online Back-End Development with JavaScript Python for AI & Data	Bachelor of Science	Nevada State College	2 years
Alanna Besaw	Data Science Bootcamp Online Data Science Short Course Online Python for AI & Data Data Analytics Short Course Online Data Analytics Bootcamp Online	Bachelor of Arts	Linfield University	5 years
Glen Brown	Software Engineering Bootcamp Online	High School Diploma	Lincoln High School	5 years
Julianne Burke	UX Research & Strategy with AI User Experience Bootcamp Online Visual design Short Course Online	Bachelor of Fine Arts	Rochester Institute of Technology	4 years
Henry Butler	Data Science Bootcamp Online Data Science Short Course Online Data Analytics Bootcamp Online Data Analytics Short Course Online Python programming Short Course Python for AI & Data	Masters of Science	John Hopkins University, Baltimore	4 years
Cecelia Fryer	Data Analytics SC/Bootcamp Online	Bachelor of Business, Administration	University of Texas, Arlington	13 years
Tyler Hartrich	UX Research & Strategy with AI User Experience Bootcamp Online Visual design Short Course Online	Master (MBA)	Dominican University, San Rafael CA	9 years
Billie Heidelberg	Software Engineering Bootcamp Online Front-End Development with HTML & CSS Back-End Development with JavaScript Python for AI & Data Python programming Short Course React Development Short Course	Hight School Diploma	High School Los Angeles	5 years

	Online			
Nareh Hovhannisian	User Experience Design Bootcamp Online	Bachelor of Arts	University of California	8 years
Matthew Huntington	Software Engineering Bootcamp Online	Bachelor of Arts, Computer Science	Vassar College	10 years
Britni Jackson	AI-First Product Management Data Analytics Bootcamp Online Data Analytics Short Course Online	Bachelor of Arts	Long Island University	1 year
Raul Jiminian	Software Engineering Bootcamp Online Back-End Development with JavaScript Java Short Course Online Python for AI & Data Python Programming Short Course	Bachelor of Science	New Yor University	6 years
Amando Moreno	UX Research & Strategy with AI User Experience Bootcamp Online Python for AI & Data	Bachelor of Science	Hines College of Architecture and Science	4 years
Alex McCarthy	AI-First Product Management	Bachelor of Science, Chemical Engineering	Texas A&M University	18 years
Ashley Sands	Software Engineering Bootcamp Online Front-End Development with HTML & CSS Back-End Development with JavaScript Python for AI & Data Python Programming Short Course Visual design Short Course Online	Master	Norther Illinois University	3 years
Daniel Scott	Software Engineering Bootcamp Online User Experience Design Bootcamp Online Java Short Course Online Python for AI & Data React development Short Course Online Front-End Development with HTML & CSS	Bachelor of Science, Business	University of Phoenix	8 years
Avisa Sheverin	Software Engineering Bootcamp Online	Bachelor Degree, Computer Science	University of Tehran, Iran	4 years
Leonardo Rodriguez	Software Engineering Bootcamp Online Front-End Development with HTML &	High School Diploma	Bronx School of Law & Finance	6 years

	CSS Back-End Development with JavaScript Python for AI & Data Python Programming Short Course React development Short Course Online			
Justin White	Software Engineering Bootcamp Online Front-End Development with HTML & CSS Python for AI & Data	High School Diploma	Staten Island, NY	3 years
David Yim	Software Engineering Bootcamp Online Front-End Development with HTML & CSS	Bachelor of Science	University of Binghamton	8 years

Appendix C: Tuition Discount & Scholarship Chart

Tuition Discount	Tuition Discount	Eligibility Criteria	Application Instructions
Alumni Discount	A discount for alumni consisting of 15% off all courses.	Apply for a different, additional General Assembly program after graduating from one in the past. Be in good financial standing with GA.	Provide a copy of your certificate of completion to an admissions specialist.
Paid in Full Discount	$450 for full-time programs $250 for part-time programs	Students must select a paid-in-full plan and pay their tuition and fees by the earlier of: a) Two weeks from when the EA is sent. b) Two weeks prior to the course start date.	Select the paid-in-full plan and speak with an admissions specialist.
Military Discount	10% off any part-time or full-time course.	Active Military: Be an active member of the United States Armed Forces, National Guards/Reserves or a spouse Veteran: Be a veteran of the United States Armed Forces, National Guards/Reserves or a spouse	Servicemember/Veteran: Submit one military document verifying your status (copy of DD214, Leave and Earnings Statement (LES), copy of cu, or .mil or .gov email address) to an admissions specialist. Spouse: Submit above documentation and a copy of a marriage certificate
Community Tuition Discount	20% off any part-time or full-time course.	Nomination by a member of General Assembly's full-time staff or program faculty.	Referral by a GA employee or teacher to an admissions specialist.
Break the Glass (Diversity) Discount	$1500 off one of the following courses: Software Engineering Bootcamp Online, Data Science Bootcamp Online, Data Analytics Bootcamp Online $500 off the Information Technology Bootcamp Online	Students must: - Be 18 or older - Self-identify as a woman, trans or genderqueer person - Have a current income of less than $40K (USD, CAD, SGD, AUD) OR £28k GBP / year. -Have been admitted to one of the eligible bootcamp programs	Students must self-identify gender identity and income during the admissions process by email to their admissions specialist.
GA Bundle Discount	100% off course tuition of the 3rd and 4th Short Course at the time of enrollment	Student must: - Be age 18 or older - Must enroll in four (4) eligible short courses and apply for the discount after admission. - Must pay full tuition and fees for the first two (2) courses before discount is applied or be approved to enroll after a single course has been completed.	During the admissions process, declare interest in a bundle and speak to admissions about planning and course admission.
Employee Discount	Short courses are free. Up to $9000 may be applied toward the cost of a bootcamp	All current employees (including instructors) are eligible for the discount with a manager's request/approval as space permits Departing employees who have been at GA more than 1 year and are leaving in good standing with an agreement that allows this benefit are also eligible for the discount as space permits	Employment verified through employee's manager or through HR for departing employees.
Government Employee Discount	A 10% discount on short courses extended to federal, state, and local government employees	Be employed by the government.	Provide proof of employment with the government and have an email address ending in ".gov".

Tuition Discount	Tuition Discount	Eligibility Criteria	Application Instructions
Non-Profit Employee Discount	A 10% discount on short and bootcamp courses extended to non-profit employees	Be a member of any non-profit / 501(c)(3) organizations.	Provide proof of employment with non-profit and have an email address ending in ".org"

Appendix D: Student Code of Conduct & Prohibited Behavior

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

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

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

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

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

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

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

Prohibited behaviors include:

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

procedures outlined in the Sexual Misconduct policy and Equal Opportunity, Harassment, and Non-Discrimination policy.

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

- Tampering With Safety Equipment: Tampering with, obstructing, displacing, or damaging of any fire or safety equipment including, but not limited to, alarms, alarm protectors, fire safety devices (such as smoke detectors, sprinklers, or carbon monoxide detectors), fire extinguishers, security cameras, emergency-exit signage, red window safety tabs, card-access devices, or any door-locking mechanism.
- Violation of Law: Any behavior that violates local laws that is not otherwise a violation of General Assembly policy.