GENERAL ASSEMBLY

Catalog

United States Campuses

January 1, 2019–December 24, 2019

Certified as True and Correct in Content and Policy.

Contents

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Our Story

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

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

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

Mission and Objectives

Our mission is to foster a global community of individuals empowered to pursue the work they love. Our vision is to become a company recognized around the world for building transparent pathways to industry's most transformational work. We do so by:

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

Governance

General Assembly is governed by a board of directors, which has approved each course offered in each of General Assembly's locations. A list of owners and board members is attached as Appendix A.

Approvals

General Assembly is a private institution licensed by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision, the Massachusetts Office of Private Occupational School Education, the Texas Workforce Commission, the District of Columbia Higher Education Licensure Commission, the Georgia Nonpublic Postsecondary Education Commission, the Washington Workforce Training and Education Coordinating Board, approved by the Division of Private Business and Vocational Schools for the Illinois Board of Higher Education, approved to operate by the California Bureau for Private Postsecondary Education, and approved and regulated by the Colorado Department of Higher Education, Private Occupational School Board.

General Assembly is a private institution approved to operate by the California Bureau for Private Postsecondary Education. Approval to operate means we are compliant with the minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of California Code of Regulations. Additional disclosures required by the California Bureau for Private Postsecondary Education are attached as Appendix D.

Additional disclosures required by the Washington Workforce Training and Education Coordinating Board are attached as Appendix I.

General Assembly is not accredited and does not participate in federal or state financial aid programs except for the following: Selected programs of study at General Assembly are approved by the District of Columbia State Approving Agency, the Illinois Department of Veterans' Affairs State Approving Agency for VETS.

Facility and Equipment

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

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

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

Holidays

General Assembly is closed on the following federal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day. Instructors may choose to reschedule class on the following dates with advance notice to students: Martin Luther King Day, Presidents Day, Columbus Day, Veterans Day, the day after Thanksgiving, the day after Christmas Day. Opportunities will be provided to make up any material missed.

For a full list of holidays observed by each campus, see the below table:

Date	Holiday	Campuses Observing
Jan 21, 2019	MLK Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Feb 15, 2019	Campus Day	New York City
Feb 18, 2019	President's Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
May 27, 2019	Memorial Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Jul 4, 2019	Independence Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Jul 5, 2019	Independence Day Observed	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Sep 2, 2019	Labor Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Nov 11, 2019	Veterans Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Nov 27, 2019	Day before Thanksgiving	New York City, Washington D.C., Denver, San Francisco
Nov 28, 2019	Thanksgiving Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Nov 29, 2019	Day after Thanksgiving	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 23, 2019	Christmas Eve Observed	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 24, 2019	Christmas Eve	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 25, 2019	Christmas Day	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 26, 2019	Christmas Holidays	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 27, 2019	Christmas Holidays	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin
Dec 31, 2019	New Year's Eve	New York City, Washington D.C., Boston, Atlanta, Chicago, Denver, Seattle, Los Angeles, San Francisco, Austin

Hours

Class Hours*

Monday–Friday, 8 a.m.–10 p.m.
Saturday–Sunday, 9 a.m.–5 p.m.
**Hours may vary by location.*

Administration Hours

Monday–Friday, 9 a.m.–6 p.m.

Enrollment Period

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

Courses Offered

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

General Assembly offers the following courses. Availability at each location may vary. The maximum class size is 25 students, and the average student–teacher ratio is 8:1 for our on-campus courses. Online class sizes extend to 30. All on-campus courses are taught in a classroom.

HTML, CSS, & Web Design Circuit, Data Analysis Circuit, Digital Marketing Circuit, JavaScript Circuit, and User Experience Design Circuit are taught online in an asynchronous format, and all projects are submitted and evaluated electronically. HTML, CSS, & Web Design Circuit, JavaScript Circuit, and Data Analysis Circuit are taught over a period of 10 weeks. User Experience Design Circuit is taught over a period of six weeks. Digital Marketing Circuit is taught over a period of five weeks. Students receive all lessons and materials on the first day of class. Certificates of completion are issued within seven days of the end of the course.

Immersive Courses

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

Non-Immersive Courses

Courses Offered	Course Length (Instructional Hours)	Course offered in the following formats	
		Part-time	Full-time
Cybersecurity for Developers*	40 hours / 1 or 10 weeks	x	
Data Analytics*	40 hours / 1 or 10 weeks	x	
Data Analysis Circuit (Online)	60 hours / 10 weeks	x	
Data Science*	60 hours / 10 weeks	x	
Digital Marketing*	40 hours / 1 or 10 weeks	x	
Digital Marketing Circuit (Online)	30 hours / 5 weeks	x	
Front-End Web Development*	60 hours / 10 weeks	x	
HTML, CSS & Web Design Circuit (Online)	60 hours / 10 weeks	x	
JavaScript Circuit (Online)	80 hours / 10 weeks	x	
JavaScript Development*	60 hours / 10 weeks	x	
Product Management*	40 hours /1 or 10 weeks	x	
Python Programming*	40 hours /1 or 10 weeks	x	
React Development*	40 hours / 1 or 10 weeks	x	
User Experience Design*	40 hours / 1 or 10 weeks	x	
User Experience Design Circuit (Online)	48 hours / 1 or 6 weeks	x	
Visual Design*	32 hours / 1 or 8 weeks	x	

**Offered both on campus and online.*

Admission Policy and Procedure

Entrance Requirements and Enrollment Dates

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

International Students and English Language Services

General Assembly does not offer visa services to prospective students from other countries or English language services. General Assembly also does not vouch for student status or any associated charges. General Assembly does not offer English as a Second Language instruction. All instruction occurs in English. English language proficiency is documented by:

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

3. Receipt of Test of English as a Foreign Language (TOEFL) examination score of an 80 or higher for the Internet-based test and 550 or higher for the paper-based test.

Course-Specific Admissions Requirements

Admissions decisions are also based on the following:

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

Required Equipment

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

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

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

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

For students in Remote courses, the following system and technical requirements apply:

Internet
High-speed internet at a recommended speed of 50 megabits per second (Mbps) upload and download. If the student will be the only one using the internet, 25 Mbps upload and download will be acceptable. A wired Ethernet connection is highly recommended, as momentary gaps in WiFi connection can cause video to skip or pause.

Computer

- Both Macs and PCs are acceptable.
- 2 GHz processor speed and 4 GB RAM are required (8 GB RAM is strongly recommended).

Additional Hardware

- An external monitor is strongly recommended.
- All necessary cables to connect computer with additional external monitor (normally HDMI cable and adapter, if necessary) are required.

Dedicated Workspace
Students need a dedicated, quiet workspace (i.e., a desk and chair where you can sit for the whole class), preferably in a private room away from roommates, family members, etc.

For students in Remote courses, the following support services apply:

Class Archiving
Each session of a Remote 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 hashtagging 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.

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

Admissions Procedure

Our Admissions process comprises five steps and is designed to elicit the core traits we've seen help students succeed in and after the program:

Step 1

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

Step 2
Move select applicants forward to a phone interview. During this interview, we'll learn more about your background, and you'll have the chance to ask questions. If the phone interview is successful, we'll move you on to...

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

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

Step 5
Once you have completed all requisite steps in this process, you will receive confirmation of your admission from your Admissions representative. Each prospective student must provide documentation of prior education as outlined in the Admissions Policy for their course of interest and, as applicable, documentation of the following experience:

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

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-Work Requirements

Pre-course assignments are required for the following programs:

- Data Analytics
- Digital Marketing
- Data Science
- Data Science Immersive
- Front-End Web Development
- JavaScript Development
- Product Management
- Python Programming
- React Development
- Software Engineering Immersive
- Software Engineering Immersive Remote
- User Experience Design
- User Experience Design Immersive

Pre-work is up to 80 hours of preparatory assignments we give to students after they've been accepted and enroll in the program. It is designed to introduce you to many of the topics you'll touch upon during the course. Completion is mandatory and ensures a baseline level of knowledge among students in a cohort. Mastery of each subject is not expected, but we hope you are excited by what you uncover and inspired dig further.

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

Admissions Deadline

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

Foreign Transcript Evaluation

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

Admission Denials

General Assembly reserves the right to deny admission or readmission to any applicant or student who is disruptive to the educational environment. If an applicant or student violates General Assembly's code of conduct, including but not limited to engaging in threatening, abusive, or dangerous behavior towards any staff member, student, or other member of the General Assembly community, such applicant or student may be prohibited from enrollment in another course and may be subject to other discipline.

Any applicant or student found to have falsified information on an admissions document or to have given false information relating to admissions to General Assembly will be denied admission or expelled if already in attendance.

In the event a student is denied admission or expelled due to violation of code of conduct, General Assembly will notify the student in writing of the prohibited act and the penalty.

Other College or University Transfer Agreements

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

VA 85/15 Rule

General Assembly will limit student enrollment to 85% veteran enrollment per cohort. In the event that a veteran wishes to enroll in a course that has already reached the 85% cap, they may do so but will not be eligible for VA funding. Chapter 35 and 31 students may still enroll if the 85% cap has been realized.

Transfer of Previous Credit and Prior Credit Policy

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

Credit for Prior Learning (38 CFR 21.4254(c)(3). The school maintains a written record of the previous education and training of the GI Bill® recipient and grants credits appropriately, with the training period shortened proportionately. Prior related education and/or military experience of veteran students will be reviewed on a case-by-case, individual basis and appropriate credits will be awarded.

Course Descriptions and Objectives

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

Consistent with our mission, General Assembly conducts industry research as well as interacts with corporate partners to determine skills that are in high demand and create and continuously improve our programs.

Cybersecurity for Developers

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

This course introduces students to core concepts in web security. By the end of the program, they will be able to implement security features on the front- or back-end to safeguard user information and protect against common modes of attack, including forgery and injection.

This course provides professionals with the skills they need to gain awareness of common flaws and pitfalls and build more secure applications in the future. Students will learn to identify, characterize, and protect against threats.

Unit 1: Intro to Cybersecurity for Web Applications
Topics covered include: cybersecurity, application security, front-end versus back-end responsibilities, third-party applications/libraries/frameworks, introduction to CORS and other (security) HTTP headers.

Unit 2: Front-End Security
Topics covered include: client XSS demonstration ("JavaScript injection"), cookie hijacking, HTML injection, CSRF, IFrames, and clickjacking.

Unit 3: Back-End Security
Topics covered include: SQL injection, data encryption and permissions, shell injection, encryption basics, database permissions, and shell injection prevention.

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

- Learn about some of the most common ways that web applications are left vulnerable to attack.
- Add input validation to a web front-end in order to sanitize data for the back-end.
- Define security policies to protect against cross-site scripting (XSS) and cross-site request forgery (CSRF).
- Implement a secure cookie policy on the front-end.
- Learn about how injection attacks work on the front- and back-ends.
- Use encryption, authentication, and structured permissions/authorization to protect sensitive user data.
- Implement OAuth and single sign-on (SSO).

Data Analytics

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

Data is now an integral part of every organization. To be successful in today's data-driven world, every employee

should know how to analyze data, interpret it, and make defensible recommendations. In this course, you will learn how to use data to guide and inform your organization when making critical business decisions.

This course is ideal for digital marketers, sales managers, analysts, and anyone else looking to learn the essentials of data analysis. You'll practice collecting, cleaning, and analyzing data using Excel and SQL. Additionally, you'll learn to create data dashboards and various visualizations to communicate insights using Excel and Tableau. This course culminates in a presentation in which you'll share the results of your own analysis on a data set with your classmates and instructional team.

Unit 1: Exploring Data With Excel
Prepare, clean, reference, and perform statistical analysis on data from a variety of sources.

Unit 2: Managing Data With SQL
Query, aggregate, and manage data stored in databases.

Unit 3: Communicating Data Analysis With Tableau
Contextualize and communicate data analysis with dashboards, visualizations, and presentations.

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

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

Data Analysis Circuit

Non-Immersive, Part-time, Online (60 hours / 10 weeks)

This beginner-level online course teaches students how to collect data, analyze it, and leverage their results to communicate more effectively. Starting with a primer on effective data analysis workflows, this course covers critical data manipulation and visualization processes. For anyone who encounters data in their work, Data Analysis Circuit will put you ahead of the curve and on the path to becoming a seasoned data storyteller. (Each unit serves as one lesson.)

Unit 1: Introduction to Data Analysis

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

Unit 2: The Right Data
Students learn about the spectrum of data sources and formats and how to utilize experiment design to make sure they are gathering the right type of data.

Unit 3: Relational Databases
Students learn about structures of relational databases, the basic principles of SQL, and how to perform basic SQL queries.

Unit 4: Data Preparation
Students learn how to clean data for analysis, what null values are, and how null values factor into data.

Unit 5: Statistical Methods
Students learn the basics of descriptive statistics for use in data analysis.

Unit 6: Data Transformation
Students learn how to combine and manipulate data structures and explore the usefulness of functions in data.

Unit 7: Data Filtration
Students learn how to structure and display subsets of data.

Unit 8: Design and Data
Students learn about how to use basic design principles to maximize the effectiveness of their data visualizations.

Unit 9: Data and Narrative
Students learn about the use of narrative in telling a compelling story with processed data.

Unit 10: Final Project
Students apply the concepts of data extraction, analysis, and visualization to extract noisy information from a SQL database. Students will then prepare, clean, and analyze that data in Microsoft Excel to create visualizations and a final report that addresses a problem.

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

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

Data Science

Non-Immersive, Part-time, On-campus & Online (60 hours / 10 weeks)

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

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

Unit 1: Research Design and Exploratory Data Analysis
Topics covered include: an introduction to data exploration and machine learning.

Unit 2: Foundations of Data Modeling
Topics covered include: linear regression, evaluating model fit, and introduction to classification.

Unit 3: Data Science in the Real World
Topics covered include: decision trees and random forests, natural language processing, dimensionality reduction, and database technologies.

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

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

Data Science Immersive

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

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

Data scientists and analysts sit at the intersection of statistics, technology, and business. Their job is to take large data sets and analyze them using different types of models and algorithms to gain insights and predict trends. This knowledge is pertinent for every industry — whether it's used by businesses, nonprofits, or government organizations, data helps us make better decisions.

In this 12-week 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.

Course Outline

Subject	Subject Title	Lecture	Lab*	Ext	Total
Unit 1	**Data Wrangling**	**45**	**30**		75
Unit 2	**Analyzing Data With Python**	**90**	**35**		125
Unit 3	**Data Modeling and Algorithms**	**95**	**50**		145
Unit 4	**Data Visualization and Presentation**	**50**	**85**		135
TOTAL		**280**	**200**		**480**

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

Unit 1: Data Wrangling
Subject Hours: 75 (45 lecture hours, 30 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: Collect, extract, query, clean, and aggregate data for analysis.

Unit 2: Analyzing Data With Python
Subject Hours: 125 (90 lecture hours, 35 lab hours)
Prerequisites: Unit 1
Subject Description: Perform visual and statistical analysis on data using the Python programming language and its associated libraries and tools.

Unit 3: Data Modeling and Algorithms
Subject Hours: 145 (95 lecture hours, 50 lab hours)
Prerequisites: Unit 2
Subject Description: Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms.

Unit 4: Data Visualization and Presentation
Subject Hours: 135 (50 lecture hours, 85 lab hours)
Prerequisites: Unit 3
Subject Description: Use appropriate data visualization tools to communicate findings and learn to present clear and reproducible reports to stakeholders.

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

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

to gain insight into real-world problems and solutions.

Digital Marketing

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

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

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

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

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

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

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

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

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

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

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

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

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

Unit 10: Digital Advertising

Topics covered include: data collection, cookies, and ads.

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

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

Digital Marketing Circuit

Non-Immersive, Part-time, Online (30 hours / 5 weeks)

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

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

Students will also learn how to acquire customers across web and mobile platforms, using paid advertising, search engine optimization, content marketing, and social media. They also explore how to convert and retain users with landing pages and email. After the course, they will be able to apply analytics to measure and improve marketing campaigns. (Each unit serves as one lesson.)

Unit 1: GA's Digital Marketing Framework and the "Funnel"
Discover General Assembly's method for planning a digital marketing campaign around clear objectives. Students will also explore how the digital marketing funnel has evolved over time.

Unit 2: Customer Acquisition and Channels
Focus on the ways marketers use various channels to acquire new customers through paid and content marketing efforts.

Unit 3: Conversion and Retention Marketing
Explore lead-generation techniques, how to optimize landing pages, and how email plays a key role in retention marketing efforts.

Unit 4: Measurement and Metrics
Learn how digital marketers use data — where they find it and how they use it to measure and optimize a campaign's success.

Unit 5: Final Project
The final project is a culmination of the work done in each unit. Students will piece together their work in order to compile a brief that will prepare them for planning, running, executing, and measuring a real campaign.

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

- Understand how the traditional marketing funnel has changed over time.

- Compare and contrast the various stages of the conversion funnel.
- Explore which elements of the traditional marketing funnel are still relevant to today's marketers.
- Compare and contrast paid and content marketing.
- Break down different paid advertising opportunities on social media.
- Identify how keywords can affect SEO.
- Explore how on-site marketing works and ways to optimize those efforts.
- Understand the importance of email in retention marketing.
- Discover the difference between metrics and key performance indicators (KPIs).
- Identify the KPIs that matter most when measuring a campaign.

Front-End Web Development

Non-Immersive, Part-time, On-campus & Online (60 hours / 10 weeks)

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

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

Unit 2: Programming and JavaScript
An exploration of programming basics with JavaScript.

Unit 3: Building In Concert
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.

HTML, CSS, & Web Design Circuit

Non-Immersive, Part-time, Online (60 hours / 10 weeks)

In this beginner-level online course, students will learn how to design websites that are both functional and beautiful, laying out information in a meaningful way using HTML and CSS. The format of the course is split into teaching visual design principles and basic front-end web development skills. (Each unit serves as one lesson.)

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

Unit 1: Introduction to HTML and CSS
Learn the basics of HTML and CSS — the building blocks of the web — and create and host your first webpage.

Unit 2: Design Foundations
Learn foundational design principles and tools, the iterative design process, and how to create design mockups.

Unit 3: Styling Pages With CSS
Dive deeper into CSS and create your first fully styled landing page.

Unit 4: Typography and Color Theory
Apply typographic principles like legibility and readability to enhance your site.

Unit 5: Page Structure and Layout
Design complex, modern sites and learn how to balance layout for content and navigation.

Unit 6: Navigation and Multi-Column Layout
Build multi-column layouts that feature modern navigation elements.

Unit 7: Responsive Design and Mobile-First Principles
Design responsive sites and learn best practices for user experience on web and mobile devices.

Unit 8: Media Queries and Responsive Development
Students learn to build a modern, responsive site that works on both web and mobile platforms.

Unit 9: Final Project
Design and code a personal project of your choosing.

Unit 10: Advanced Study: Responsive HTML Emails
Design and code styled, responsive emails.

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

- Explain how the web works.
- Learn how to critique and defend design decisions.
- Communicate with front-end web developers using basic technical vocabulary.
- Create the structure and style of a responsive website using HTML and CSS.

JavaScript Circuit

Non-Immersive, Part-time, Online (80 hours / 10 weeks)

JavaScript is a popular and powerful programing language that allows developers to create dynamic and

interactive user experiences on the web. With JavaScript, developers are able to add interactivity and effects that can set their webpages, products, and designs apart. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

In this beginner-level online course, students will learn the fundamentals of JavaScript with a focus on front-end development. For their final project, students will develop an interactive web design to showcase their development skills in a portfolio. (Each unit serves as one lesson.)

Unit 1: JavaScript Fundamentals
Practice programmatic thinking, understand fundamental data types, and learn about arrays.

Unit 2: Control Flow
Discover how conditional statements and loops are used to manipulate data stored in variables and arrays.

Unit 3: Functions
Tap into fundamentals on how to create functions, pass parameters, return values, and understand variable scope.

Unit 4: Objects
Implement object-oriented programming in JavaScript. Learn how to create objects, use objects, and work with JSON data.

Unit 5: DOM Manipulation
Implement the DOM and discover the role of JavaScript in DOM manipulation. Explore events and how to use them.

Unit 6: jQuery I
Get to know jQuery with this introduction on how to use jQuery for DOM manipulation.

Unit 7: jQuery II
Dive deeper into using jQuery events and effects to manipulate, add, and remove DOM elements.

Unit 8: APIs
Establish a core understanding of how APIs work and how to pull data from them.

Unit 9: Deployment
Prototype your web application and learn how deployment and hosting works.

Unit 10: Final Project
Test your knowledge of JavaScript by adding interactivity and functionality to a webpage to pull data from a third-party site or app.

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

- Write well-structured and documented JavaScript that adheres to best practices.
- Add interactivity to websites by manipulating DOM elements based on user input.
- Utilize jQuery in order to speed up development of interactive features.

- Capture user input using browser events and store that input using variables.
- Read API documentation, consume data from third-party APIs, and present data to the user.
- Apply basic programming control structures, define functions, and utilize comparison operators, understanding the use of the "this" variable.

JavaScript Development

Non-Immersive, Part-time, On-campus & Online (60 hours / 10 weeks)

JavaScript has enjoyed tremendous growth over the past few years, both in its utility as a technology and value as a skill in the job market. JavaScript has long been the only programming language that can be run natively in a web browser. It is now also being used to program everything from servers to mobile devices to microcontrollers. Interest in and demand for JavaScript skills continue to increase and show few signs of slowing down in the future.

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

Unit 1: Fundamentals of JavaScript
Learn the fundamentals of JavaScript and object-oriented programming by working with JavaScript on the command line.

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

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

Unit 4: Building and Deploying Your App
Work on your final project and learn how to deploy your app to the web.

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

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

Product Management

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

Taking an idea and turning it into a product that changes people's daily lives requires a certain discipline: the ability to consider and balance business requirements, user needs, and technical obstacles. That's where product managers come in. Product managers are often described as the voice of the user, ensuring that every business

decision or technical consideration maps back to solving a customer problem.

Product managers understand their users, their market, and their organizations better than anyone, allowing them to create products and features that succeed in the real world. In this course, students will explore the different processes and skills required to guide product development from ideation through execution and iteration in an Agile development environment.

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

Unit 2: Understanding Your Customer
Get to know the customer development process and distill user research into key findings.

Unit 3: Defining Product Features
Conduct a competitive analysis to achieve product-market fit.

Unit 4: Defining Product Designs
Identify different methods of wireframing and discover approaches to usability testing.

Unit 5: Communicating Your Idea
Develop messaging and presentation best practices.

Unit 6: Planning for Execution
Explore product roadmaps and common tools for tracking key metrics.

Unit 7: Agile
Get to know various development methodologies and common Agile terminology.

Unit 8: Tech for PMs
Communicate with web developers to manage resource constraints.

Unit 9: Stakeholder Management
Develop communication strategies for dealing with different stakeholders.

Unit 10: Presentation
Gain an overview of the PM job market and identify potential growth paths.

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

- Clearly define the role of a product manager.
- Effectively determine key risks and assumptions surrounding a given product in order to test it.
- Navigate the customer development process by conducting effective user interviews and developing user personas.
- Prioritize features based on criteria, such as business goals, level of effort, and impact on the user.

- Demonstrate an understanding of basic Agile principles and effectively deliver well-constructed user stories with acceptance criteria.
- Create wireframes, MVPs, and basic prototypes in order to test assumptions.
- Utilize usability tests and other user research tactics.
- Speak fluently with developers regarding technology and technical constraints.
- Measure a product's success and track its life cycle.

Python Programming

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

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

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

Unit 1: Programming and Python Fundamentals
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.
- Leverage Python skills in the context of data science or web applications.

React Development

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

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

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

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

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

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

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

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

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

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

- Build a functioning web application with React.
- Create multi-page web applications using React Router.
- Call upon an application programming interface (API) in a react application.
- Host a React app on Heroku to share with the world.

Software Engineering Immersive

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

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

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

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

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

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

Unit 1: Front End Development
Subject Hours: 160 hours (48 lecture hours, 112 lab hours)
Prerequisites: Prescribed pre-work (there is no additional charge for pre-work)
Subject Description: Discover what it takes to build the web you want to see through hands-on training in the essentials of front-end development. Explore core programming concepts that are applicable in any language, and find out what day-to-day life as a professional developer is like.

Unit 2: Full Stack Development
Subject Hours: 120 hours (38.5 lecture hours, 81.5 lab hours)
Prerequisites: Unit 1
Subject Description: Learn to build full-stack web applications, deepening your knowledge of client-facing and server-side development. Expand your repertoire of programming languages and start coding collaboratively.

Unit 3: Front End Frameworks
Subject Hours: 104 hours (32.5 lecture hours, 71.5 lab hours)
Prerequisites: Unit 2
Subject Description: Hone your programming skills by learning to build full-stack applications that leverage the capabilities of third-party APIs and single page applications. Through pair programming and group collaboration, you'll gain hands-on experience executing a real-world workflow.

Unit 4: API's and Full Stack Development
Subject Hours: 96 hours (17.5 lecture hours, 78.5 lab hours)
Prerequisites: Unit 3
Subject Description: Gain expertise with the modern web development tools and frameworks you'll use on the job as a software engineer. Get creative with a cumulative final project, building a full-stack application using technology you choose.

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

- 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.

Software Engineering Immersive Remote

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

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

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

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

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

Non-Immersive, Part-time, On-campus & Online (40 hours / 1 or 10 weeks)

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

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

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

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

Unit 2: Rapid Prototype
Topics covered include: user research and prototyping.

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

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

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

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

- Apply user experience best practices as they think, analyze, and design to effectively solve problems.
- Conduct effective user research and perform usability tests.
- Produce full UX documentation deliverables, including personas, competitive assessment documents, feature prioritization, wireframes, and, potentially, a clickable prototype.

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

User Experience Design Circuit

Non-Immersive, Part-time, Online (48 hours / 6 weeks)

This six-week online course is designed to introduce students to the fundamental concepts of user experience design and how to apply these concepts to create products that will delight their users. Learn to design better experiences by understanding the problems and motivations of your users and validate and improve product ideas through testing and feedback.

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

Throughout the course, students will complete the entire iterative UX design process, working toward creating and testing a clickable prototype. (Each unit serves as one lesson.)

Unit 1: Discovery and Research
Gain an intro to UX design cycle and how to conduct user and product research.

Unit 2: Synthesize Research and Develop a Design Strategy
Synthesize your user research, identify your primary persona, and define the key problem your design seeks to answer.

Unit 3: Placement and Layout Design
Examine methods for organizing complex and diverse types of content using key techniques from the field of information architecture.

Unit 4: Execution (Wireframing and Prototyping)
Explore responsive and native design and get familiar with design patterns.

Unit 5: Usability Testing (and Hi-Fi Prototyping)
Get acquainted with usability testing — the most important step for validating and making improvements to a proposed design.

Unit 6: Packaging and Preparing to Present
Put together everything you've learned so far into a packaged presentation that tells the journey of your design process, beginning with the discovery phase and ending with the findings from your usability test.

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

- Apply user experience best practices as they think, analyze, and design to effectively solve problems.
- Conduct effective user research and perform usability tests.
- Produce full UX documentation deliverables, including personas, competitive assessment documents, feature

prioritization, wireframes, and, potentially, a clickable prototype.

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

User Experience Design Immersive

Immersive, Full-time, On-campus (400 hours / 10 weeks)

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

A user experience designer is able to think outside the realm of what's "possible" in order to create experiences that both address the needs of customers and bring them joy and delight. This requires a great deal of empathy, imagination, and skill.

Our User Experience Design Immersive is designed to have students living and breathing user experience design. Made up of sessions delivered by top practitioners, portfolio-building workshops, and events that immerse students in the UX community, UXDI was made for those who are seriously looking to enter the world of user experience.

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

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

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

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

Unit 2: Discovery and User Experience Design
Subject Hours: 105 hours (75 lecture hours, 30 lab hours)

Prerequisites: Unit 1
Subject Description: Apply the building blocks of user experience design to eCommerce websites through information architecture, wireframing, prototyping, and testing.

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

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

Unit 5: Working in the Real World
Subject Hours: 95 hours (55 lecture hours, 40 lab hours)
Prerequisites: Unit 4
Subject Description: Collaborate with real clients, developers, and designers in order to apply the entire UX design process to a business problem. Exercise professional design skills, including feature prioritization, client management, and project planning.

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

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

Visual Design

Non-Immersive, Part-time, On-campus & Online (32 hours / 8 weeks)

This hands-on course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile

products and a mobile app.

Unit 1: Design Discovery
Break down a brief into a design objective, strategy statement, and defined constraints.

Unit 2: Composition
Use design principles and grid theory to create effective webpage compositions.

Unit 3: Color
Make effective color choices for the web.

Unit 4: Typography
Use typography best practices to select typefaces, pair fonts, and create hierarchy.

Unit 5: Art Direction and Images
Select images that support and enhance both the content and usability of a design.

Unit 6: User Experience Design
Plan and execute designs by taking a user-centered approach.

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

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

Academic Policies

Homework

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

Hours

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

Standards of Progress

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

1. Receive a passing grade on 80% of all homework assignments. Homework is graded on the basis of completion. To receive a passing grade on a homework assignment, students must complete 100% of the minimum tasks specified in that assignment.

2. Maintain consistent attendance as outlined in the Attendance section below. A passing grade in attendance will be given to students with no more absences than the amount allowed, which varies by program.

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

Course Length	Evaluation Point
30 hours / 5 weeks	15 hours / 2.5 weeks
32 hours / 8 weeks	16 hours/ 4 weeks
40 hours / 1 week	20 hours / .5 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 6 weeks	24 hours / 3 weeks
60 hours / 10 weeks	30 hours / 5 weeks
80 hours / 10 weeks	40 hours/ 5 weeks
400 hours / 10 weeks	200 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 weeks
420 hours / 24 weeks	210 hours / 12 weeks
480 hours / 12 weeks	240 hours / 6 weeks
480 hours / 24 weeks	240 hours / 12 weeks

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

4. Tuition must be paid in full by the end of the course to receive a certificate of completion, unless other arrangements have been made with your Admissions representative before the course starts or a student is receiving funding for the Department of Veterans Affairs.

** To receive a passing grade in Cybersecurity for Developers, students must receive a passing grade on 80% of all homework assignments and maintain consistent attendance.*

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

Grading System

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

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

Unsatisfactory Academic Progress

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, they are dismissed from the program. Students dismissed for unsatisfactory academic progress may reenter General Assembly subject to approval by the regional director.

Attendance

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

A class meeting is defined as the instructional hours provided on one calendar day. Students who miss more than the excused absence policies outlined below for the type of course they are taking may be withdrawn (please refer to the Withdrawal Policy).

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

Immersive Courses
With prior approval from General Assembly:

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

in total.

- Students receiving G.I. Bill® benefits who miss three class meetings will be terminated from the G.I. Bill® program. This change in student enrollment status will be reported to the Department of Veterans Affairs (VA) within 30 days of the veteran's last date of attendance.

Non-immersive Courses
With prior approval from General Assembly, students in part-time courses are permitted to miss up to three excused class meetings. Students in weekend classes are permitted to miss one excused class meeting. Students in 1-week courses must attend every class.

Leave of Absence Policy

A leave of absence is to be granted only in extenuating circumstances, such as an accident, prolonged illness, maternity leave, or the death of a relative. The school is expected to explain the implications of a leave to the student. If the student fails to return on the agreed upon date, the student will be dismissed and a refund calculation performed. Experience has shown that most students do not return from a leave of absence. Some programs are too short to make a leave of absence practical.

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

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

Transfer

Admission to a General Assembly program is non-transferable. Students who wish to change programs must elect to withdraw from their current program and then reapply for and enroll in the course of their choosing. Should a student elect to withdraw and then reapply for enrollment in another course more than one time, regional director approval is required for acceptance. Coursework earned at the Washington, D.C., location may be transferred to locations outside of D.C. as part of an existing program offered by General Assembly, per regional director approval.

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.

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

Extensions

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

Completion

A certificate of completion is issued within seven days of the end of the course to each student who has successfully fulfilled General Assembly's requirements of obtaining a "pass" and has paid their tuition in full.

So long as they have successfully fulfilled General Assembly's requirements of obtaining a "pass" in the course, students who finance their GA course with their GI Bill® benefit will not be penalized or refused a certificate of completion if tuition payments from Department of Veterans Affairs are delayed.

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. Should a student be disruptive to the community, they may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats toward other students, instructors, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by instructors or staff; or other behavior identified as

disruptive to the learning environment of other students by instructors or staff. Students may also be withdrawn for academic violations, per General Assembly's Withdrawal Policy below.

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

Students are to treat all members of the staff and other students with respect and dignity. A student who is caught cheating; willfully destroying school property; attending school under the influence of illegal and recreational drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from reenrollment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be readmitted to General Assembly. Prior to disciplining or dismissing a student for violations of student conduct, the campus director shall provide the student with a written description of the violation and the disciplinary action and provide the student with a reasonable opportunity to respond and/or request additional information from the school.

General Assembly is committed to taking all reasonable steps to ensure the students have the opportunity to successfully complete their programs and has a commitment to ensure that within this general framework that all students are treated fairly and equitably. Students who do not support the academic and ethical goals of General Assembly for themselves and their fellow students may be subject to penalties, up to and including expulsion and the conditions under which a student may be expelled with cause can be found in Appendix H.

Nothing in the policy prevents students in Washington State from contacting the Workforce Board at 360-709-4600 at any time with a concern or complaint.

Equal Opportunity

General Assembly is an equal opportunity organization and does not discriminate based on sex, gender identity and/or expression, race, color, religion, ancestry, national origin, marital status, veteran or military status, sexual orientation, medical condition, genetic information, or the presence of any sensory, mental, or physical disability, or the use of a trained guide dog or service animal by a person with a disability, or other categories protected by law of the states in which we operate.

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

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

Diversity and Inclusion Values Statement

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

At General Assembly, we are diverse. We foster an international community comprising different backgrounds, experiences, identities, and perspectives. We work to ensure that everyone has a place at the table at General Assembly, regardless of race, gender, gender identity, gender expression, age, sexual orientation, disability

status, religious affiliation, socioeconomic status, or political persuasion. We consistently leverage the diverse experiences of our community members to transform the narrative of diversity within the tech, data, business, and design communities. We also strive to ensure that the GA community is not just a reflection of the world today, but of the world we want to see in the future.

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

Student Services

Academic Advising

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

Housing

General Assembly does not provide student housing.

Library

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

Employment Assistance

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

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

- Resume.
- Digital presence (GA Profile and LinkedIn).
- Professional project/portfolio.

- Shareable way of tracking the job search.
- Attendance and participation in all Outcomes programming.

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

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

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

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 60 years from the student's date of completion or withdrawal.

These records will include the following: student attendance records, which reflect any leaves of absence (including information about the status of the leave), dates of completion (anticipated and actual), and dates students received diplomas or certificates; student's signed enrollment contract, as well as any addendums, extensions, or amendments to that contract; documents reflecting payments made by or on behalf of students records and dates of any payments, including payment/refund calculations governed by the state-specific policy; progress reports that provide students with appropriate reports of progress at least once during the program or course; copies of any student complaints and school disciplinary reports; and certificates of completion.

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

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

Grievance Procedure

Internal Grievance Procedure

When a concern occurs, the student is asked to discuss the concern directly with their faculty member, who will attempt to resolve the situation. If a resolution does not occur, the student or faculty member should provide a written description of the concern to the regional director, who will investigate the complaint and provide a prompt written response. General Assembly attempts to resolve all complaints within 30 days. The regional

director's decision is final. No student will be subject to unfair action and/or treatment by any General Assembly official as a result of the initiation of a complaint.

External Grievance Procedures

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

Colorado
Complaints against General Assembly may be filed online with the Division of Private Occupational Schools at highered.colorado.gov/dpos (303) 862-3001. Note that there is a two-year limitation (from the student's last date of attendance) on the division taking action on student complaints.

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

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

Massachusetts
Any student may contact the Division of Professional Licensure's Occupational School Education at any time regarding their complaint at 1000 Washington Street, Suite 710, Boston, MA 02118-6100, (617) 727-5811, Occupational.Schools@state.ma.us, www.mass.gov/dpl/schools.

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

Washington, D.C.
Any grievance affecting General Assembly's license issued by the D.C. Higher Education Licensure Commission may be submitted to the commission if not resolved by the school. The D.C. Higher Education Licensure Commission is the agency of last resort in the grievance process.

Cancellation, Withdrawal, and Refund Policy

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

General Assembly's Right to Cancel

1. General Assembly reserves the right to cancel or postpone a course date or to change a course location at any time. If this happens you will be entitled, at your discretion, to attend the course at the proposed later date or to receive a full refund of any course fees you have already paid to attend the course on the original date and/or location.

2. General Assembly reserves the right to cancel an enrollment based on conduct violations prior to course start date. If you display threatening, abusive, or dangerous behavior toward us or any of our staff or personnel, then we reserve the right to refuse to allow you to continue taking the course. In such circumstances, you will not be entitled to a refund of any fees paid except as mandated by your state's refund policy, and we reserve the right to prevent you from taking any course in the future if we feel that is necessary for the protection of our staff or personnel.

3. General Assembly reserves the right to cancel an enrollment if a student has failed to complete the pre-work required for course participation.

4. General Assembly reserves the right to cancel an enrollment or disenroll a student for delinquent past-due balances. Students who finance their GA course with their GI Bill® benefit will not be canceled or dis-enrolled if tuition payments from Department of Veterans Affairs are delayed.

Student's Right to Cancel

1. You have the right to cancel your course of instruction, without any penalty or obligation, through attendance at the first class session (or as defined below) or seven days after enrollment, whichever comes later.

2. Cancellation is effective when the student provides a written notice of cancellation at the address of attendance stated on their enrollment agreement. This can be done by email or by hand delivery. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage. The notification is effective when General Assembly receives notice or the date the notice is mailed, whichever is sooner.

3. 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.

4. If the Enrollment Agreement is cancelled, the school will refund the student any money they paid, less a registration or application fee specified below in the Tuition and Fees chart. Colorado, Massachusetts, Georgia, and Washington students will be refunded the registration or application fee if cancellation occurs within five business days (excluding Sundays and holidays) after the Enrollment Agreement is signed or an initial payment is made and the student has not attended the first class session. Students receiving educational benefits from the Department of Veterans Affairs will be refunded the amount of the registration fee in excess of $10.

Withdrawal

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

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a

course when any of the following occurs:

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

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

** Washington rules provide that when a student, without notice, fails to attend classes for 30 days, the date of the student's termination is the last date of recorded attendance.*

Refund Policy

All refunds will be paid within 30 days of withdrawal. Refunds will be less a registration fee (described in the below Tuition and Fees section), except for students who are receiving educational benefits from the Department of Veterans Affairs, for whom the amount of the registration fee or application fee in excess of $10 may be subject to proration per the VA Prorated Refund Policy.

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

Students who choose to fund their tuition pursuant to an income share agreement should consult their income share agreement for more information about the application of their refund policy.

General Assembly does not participate in federal or state financial aid programs. Refund policies vary by state, as described below:

California Students

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

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed

the last date of recorded attendance. The amount owed equals the daily charge for the course (total institutional charge, minus non-refundable fees, divided by the number of days in the course), multiplied by the number of days scheduled to attend prior to withdrawal.

Colorado Students

Students not accepted to the school are entitled to all monies paid. Students who cancel this contract by notifying the school within five business days (excluding Sundays and holidays) after the Enrollment Agreement is signed or an initial payment is made and the student has not attended the first class session will be entitled a full refund of all tuition and fees paid.

In the case of students withdrawing after commencement of classes, the school will retain the cancellation charge plus a percentage of tuition and fees, which, as described in the tables below, is based on the percentage of contact hours attended in the program or standalone course. The refund is based on the official date of termination or withdrawal.

Postponement of a starting date, whether at the request of the school or the student, requires a written agreement signed by the student and the school. The agreement must set forth both:

a. Whether the postponement is for the convenience of the school or the student.

b. The deadline for the new start date, beyond which the start date will not be postponed.

If the course is not commenced or the student fails to attend by the new start date set forth in the agreement, the student will be entitled to an appropriate refund of prepaid tuition and fees within 30 days of the deadline in accordance with the school's refund policy and all applicable laws and rules concerning the Private Occupational Education Act of 1981. Generally, General Assembly does not permit postponement of start dates. Students must instead withdraw and reenroll in a course of their choosing.

Classroom Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program	90%, less cancellation charge
After 10% but within first 25% of program	75%, less cancellation charge
After 25% but within first 50% of program	50%, less cancellation charge
After 50% but within first 75% of program	25%, less cancellation charge
After 75% of program	No refund

Data Analysis Circuit, HTML, CSS, & Web Design Circuit, and JavaScript Circuit Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Before Lesson 1)	90%, less cancellation charge
After 10% but within first 25% of program (Lesson 2)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 3–5)	50%, less cancellation charge

After 50% but within first 75% of program (Lessons 6–7)	25%, less cancellation charge
After 75% of program (Lesson 8; if paid in full, cancellation charge is not applicable.)	No refund

Digital Marketing Circuit Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Before Lesson 1)	90%, less cancellation charge
After 10% but within first 25% of program (Lesson 1)	75%, less cancellation charge
After 25% but within first 50% of program (Lesson 2)	50%, less cancellation charge
After 50% but within first 75% of program (Lesson 3)	25%, less cancellation charge
After 75% of program (Lesson 4; if paid in full, cancellation charge is not applicable.)	No refund

Software Engineering Immersive Remote (Full-Time) Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Lessons 1 –6)	90%, less cancellation charge
After 10% but within first 25% of program (Lessons 7–15)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 16–30)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 31–45)	25%, less cancellation charge
After 75% of program (Lesson 82; if paid in full, cancellation charge is not applicable.)	No refund

Software Engineering Immersive Remote (Part-Time or Flex) Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Lessons 1 –11)	90%, less cancellation charge
After 10% but within first 25% of program (Lessons 12–27)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 28–54)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 55–81)	25%, less cancellation charge
After 75% of program (Lesson 82; if paid in full, cancellation charge is not applicable.)	No refund

User Experience Design Circuit Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Before Lesson 1)	90%, less cancellation charge
After 10% but within first 25% of program (Lesson 1)	75%, less cancellation charge
After 25% but within first 50% of program (Lesson 2)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 3–4)	25%, less cancellation charge
After 75% of program (Lesson 5; if paid in full, cancellation charge is not applicable.)	No refund

Cybersecurity for Developers Remote, Data Analytics Remote, Digital Marketing Remote, Product Management Remote, Python Programming Remote, React Development Remote, and User Experience Design Remote Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Lessons 1–2)	90%, less cancellation charge

Student Is Entitled to Upon Withdrawal/Termination	Refund
After 10% but within first 25% of program (Lessons 3–5)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 6–8)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 9–14)	25%, less cancellation charge
After 75% of program (After Lesson 14; if paid in full, cancellation charge is not applicable.)	No refund

Data Science Remote, Front-End Web Development Remote, and JavaScript Development Remote Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Lessons 1–2)	90%, less cancellation charge
After 10% but within first 25% of program (Lessons 3–5)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 6–10)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 11–15)	25%, less cancellation charge
After 75% of program (After Lesson 15; if paid in full, cancellation charge is not applicable.)	No refund

Visual Design Remote Students:

Student Is Entitled to Upon Withdrawal/Termination	Refund
Within first 10% of program (Lesson 1–2)	90%, less cancellation charge
After 10% but within first 25% of program (Lessons 3–4)	75%, less cancellation charge
After 25% but within first 50% of program (Lessons 5–8)	50%, less cancellation charge
After 50% but within first 75% of program (Lessons 9–12)	25%, less cancellation charge
After 75% of program (After Lesson 12; if paid in full, cancellation charge is not applicable.)	No refund

1. The student may cancel this contract at any time prior to the fifth business day (excluding Sundays and holidays) after the enrollment agreement is signed or an initial payment is made and the student has not attended the first class session.

2. All refunds will be made within 30 days from the date of termination. The official date of termination or withdrawal of a student shall be determined in one of the following manners:

a. The date on which the school receives notice of the student's intention to discontinue the training program.

b. The date on which the student violates published school policy, which provides for termination.

c. Should a student fail to return from an excused leave of absence, the effective date of termination for a student on an extended leave of absence or a leave of absence is the earlier of the date the school determines the student is not returning or the day following the expected return date.

3. The student will recieve a full refund of tuition and fees paid if the school discontinues a program or standalone course within a period of time a student could have reasonably completed it, except that this provision shall not apply in the event the school ceases operation.

4. The policy for granting credit for previous training shall not impact the refund policy.

Georgia Students

Refunds are determined based on the proration of tuition and percentage of program completed at withdrawal, up until 50% of the program.

You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course.

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

Illinois Students

Refunds are determined based on the proration of tuition and percentage of program completed at withdrawal, up until 50% of the program.

You will be responsible for 100% of the tuition for your course if you complete more than 50% of the course, even if you do not complete the entire course.

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

VA Prorated Refund Policy for Chicago Students:

All tuition is subject to the following pro-rata refund policy and will be paid no later than 40 days from date of cancellation. In case of non-refundable deposits, all deposits are refundable for students receiving Ch.33 – G. I. Bill® benefits.

Percentage of Course Completed at Notice of Cancellation	Percentage of Tuition and Instructional Charges That School May Retain
In excess of 5–10%	15%
In excess of 10–15%	20%
In excess of 15–20%	25%
In excess of 20–25%	30%
In excess of 25–30%	35%
In excess of 30–35%	40%
In excess of 35–40%	45%
In excess of 40–45%	50%
In excess of 45–50%	55%

In excess of 50–55%	60%
In excess of 55–60%	65%
In excess of 60–65%	70%
In excess of 65–70%	75%
In excess of 70–75%	80%
In excess of 75–80%	85%
In excess of 80–85%	90%
In excess of 85–90%	95%
In excess of 90%	100%

These policies apply to all approved programs offered by General Assembly.

Massachusetts Students

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

Student Tuition Liability

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

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

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

Refund Policy

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

1. You may terminate this agreement at any time.

2. If you terminate this agreement within five days, you will receive a refund of all monies paid, provided that you have not commenced the program.

3. If you subsequently terminate this agreement prior to the commencement of the program, you will receive a refund of all monies paid, less the actual reasonable administrative costs described in Paragraph 7.

4. If you terminate this agreement during the first quarter of the program, you will receive a refund of at least 75% of the tuition, less the actual reasonable administrative costs described in Paragraph 7.

5. If you terminate this agreement during the second quarter of the program, you will receive a refund of at least 50% of the tuition, less the actual reasonable administrative costs described in Paragraph 7.

6. If you terminate this agreement during the third quarter of the program, you will receive a refund of at least 25% of the tuition, less the actual reasonable administrative costs described in Paragraph 7.

7. If you terminate this agreement after the initial five-day period, you will be responsible for actual reasonable administrative costs incurred by the school to enroll you and to process your application, which administrative costs shall not exceed $50 or 5% of the contract price, whichever is less. A list of such administrative costs is attached hereto and made a part of this agreement.

8. If you wish to terminate this agreement, you must inform the school in writing of your termination, which will become effective on the day such writing is mailed.

9. The school is not obligated to provide any refund if you terminate this agreement during the fourth quarter of the program.

Washington Students

Offline Courses

1. The school must refund all money paid if the applicant is not accepted. This includes instances where a starting class is canceled by the school.

2. The school must refund all money paid if the applicant cancels within five business days (excluding Sundays and holidays) after the day the contract is signed or an initial payment is made, as long as the applicant has not begun training.

3. The school may retain an established registration fee equal to 10% of the total tuition cost, or $100, whichever is less, if the applicant cancels after the fifth business day after signing the contract or making an initial payment. A “registration fee” is any fee charged by a school to process student applications and establish a student record system.

4. If training is terminated after the student enters classes, the school may retain the registration fee established under (3) of this subsection, plus a percentage of the total tuition as described in the following table:

Student Tuition Liability

Amount of Training	Refund Amount
0–10%	90% of tuition
11–25%	75% of tuition
26–50%	50% of tuition
> 50%	No refund granted

5. When calculating refunds, the official date of a student's termination is the last day of recorded attendance, either:

- When the school receives notice of the student's intention to discontinue the training program.
- When the student is terminated for a violation of a published school policy which provides for termination.
- When a student, without notice, fails to attend classes for 30 calendar days.

6. All refunds must be paid within 30 calendar days of the student's official termination date.

Online Courses

1. A student may request cancellation in any manner.

2. The following is a minimum refund policy for distance education courses without mandatory resident training:

- An applicant may cancel up to five business days after signing the Enrollment Agreement. In the event of a dispute over timely notice, the burden to prove service rests on the applicant.
- If a student cancels after the fifth calendar day but before the school receives the first completed lesson, the school may keep only a registration fee of either $50 or an amount equal to 15% of the tuition (in no case is the school entitled to keep a registration fee greater than $150).
- After the school receives the student's first completed lesson and until the student completes half the total number of lessons in the program, the school is entitled to keep the registration fee and a percentage of the total tuition as described in the following table:

Student Tuition Liability

Amount of Training	Refund Amount
0–10%	90% of tuition
11–25%	75% of tuition
26–50%	50% of tuition
> 50%	No refund granted

Calculate the amount of the course completed by dividing the number of lesson assignments contained in the program by the number of completed lessons received from the student.

Washington, D.C. Students

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

The proration will be determined by the ratio of lessons in series of instruction completed by the student to the total number of lessons of instruction offered.

VA Prorated Refund Policy for Washington, D.C. Students

General Assembly agrees that if a veteran student fails to enter the course, withdraws, or is discontinued at any time prior to completion of the course, the unused portion of paid tuition, fees, and other charges will be refunded or the debt for such tuition, fees, and other charges will be canceled on a prorated basis as follows:

1. Registration Fee

An established registration fee in an amount not to exceed $10 need not be subject to proration. Where the established registration fee is more than $10, the amount in excess of $10 will be subject to proration.

2. Breakage Fee

Where the school has a breakage fee, it may provide for the retention of only the exact amount of breakage with the remaining part, if any, to be refunded.

3. Consumable Instruction Supplies

Where the school makes a separate charge for consumable instructional supplies, as distinguished from laboratory fees, the exact amount of the charges for supplies consumed may be retained, but any remaining part must be refunded.

4. Books, Supplies, and Equipment

a. The school will make a refund in full for the amount of the charge for unissued books, supplies, and equipment when:

- The school furnishes the books, supplies, and equipment.
- The school includes their costs in the total charge payable to the school for the course.
- The veteran or eligible person withdraws or is discontinued before completing the course.

b. The veteran or eligible person may dispose of issued items at their discretion even if they were included in the total charge payable to the school for the course.

5. Tuition and Other Charges

Where the school either has or adopts an established policy for the refund of the unused portion of tuition, fees, and other charges subject to proration, which is more favorable to the veteran or eligible person that the approximate pro rata basis as provided in this subparagraph, such established policy will be applicable. Otherwise, the school may charge a sum which does not vary more than 10% from the exact pro rata portion of such tuition, fees, and other charges that the length of the completed portion of the course bears to its total length. The exact proration will be determined on the ratio of the number of days of instruction completed by the student to the total number of instructional days in the course.

6. Prompt Refund

In the event that the veteran, spouse, surviving spouse, or child fails to enter the course, withdraws, or is discontinued there from at any time prior to completion of the course, the unused portion of the tuition, fees, and other charges paid by the individual shall be refunded promptly. Any institution which fails to forward any refund due within 30 days after such a change shall be deemed, prima facie, to have failed to make a prompt refund, as required by this subparagraph.

Brigitta McKinlay, Director of Compliance & Regulatory Affairs

January 1. 2019
Date

Tuition and Fees

Payment Policy

Unless otherwise agreed to in a private lending or financing agreement and as approved by General Assembly, all students pay an upfront payment of $250 upon 24 hours of enrollment. Students (excluding students in Washington, D.C.) are required to pay the remaining full balance at least seven days prior to the course start date or upon enrollment, whichever is later. For students based in Washington, D.C., students are required to pay the remaining full balance seven days after the course start date. For students who use their GI Bill® Benefit to finance their education at GA are not subject to pay the $250 upfront fee upon enrollment.

Students are allowed to request a payment plan unless a student is enrolled in a 1-week course. These payment plans must be approved by General Assembly during enrollment. If a student is partially paying for a course and a third party is paying the remainder of the course, students can request to participate in a payment plan for their portion of course costs, which, if approved by General Assembly, will be documented in a payment schedule.

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

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

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

Students enrolled in 1-week courses are not eligible for any payment plans.
† For Circuit students, first payment is due seven days after course start date.
** For students based in Washington, D.C., first payment is due seven days after course start date.*
*** For students based in Washington, D.C., 1/3 payment is due three weeks after previous invoice date.*

Enrolling after the initial installment due date will require payment of any tuition due at the time of enrollment.

Third-Party Sponsor Payment Policy

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

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

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

Income Share Agreement Policy

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

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

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

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

If a student withdraws from their program, the tuition will be pro-rated pursuant to General Assembly's refund policy and consistent with applicable state refund laws. The corresponding payment cap amount will also be pro-rated in accordance with the same formula stated in the refund policy.

The full terms and conditions of a student's deferred tuition arrangement will be set forth in an ISA signed by the student and General Assembly. Students who finance their GA course in part with their GI Bill® benefit are ineligible for Income Share Agreements and may not use ISAs to cover the remaining tuition liabiltiy.

Tuition and Fees: California Students

Course	Registration Fee Non-Refundable	Student Tuition Recovery Fund* (Non-Refundable)	Tuition	Total Cost**
Cybersecurity for Developers	$100	$0	$3,850	$3,950
Data Analytics	$100	$0	$3,850	$3,950
Data Analysis Circuit (Online)	$0	$0	$1,250	$ 1,250
Data Science	$100	$0	$3,850	$3,950
Data Science Immersive	$100	$0	$15,850	$15,950
Digital Marketing	$100	$0	$3,850	$3,950
Digital Marketing Circuit (Online)	$0	$0	$750	$750
Front-End Web Development	$100	$0	$3,850	$3,950
HTML, CSS & Web Design Circuit (Online)	$0	$0	$1,250	$1,250
JavaScript Circuit (Online)	$0	$0	$1,250	$1,250

Course	Registration Fee Non-Refundable	Student Tuition Recovery Fund* (Non-Refundable)	Tuition	Total Cost**
JavaScript Development	$100	$0	$3,850	$3,950
Product Management	$100	$0	$3,850	$3,950
Python Programming	$100	$0	$3,850	$3,950
React Development	$100	$0	$3,850	$3,950
Software Engineering Immersive †	$100	$0	$14,850	$14,950
Software Engineering Immersive Remote	$100	$0	$13,850	$13,950
User Experience Design	$100	$0	$3,850	$3,950
User Experience Design Circuit (Online)	$0	$0	$850	$850
User Experience Design Immersive	$100	$0	$14,850	$14,950
Visual Design	$100	$0	$2,700	$2,800

**STRF: $0.00 for every $1,000 of tuition rounded to the nearest $1,000.*
***Total charges are the same for a period of attendance and the entire educational program.*
† In Summer 2019, Software Engineering Immersive tuition will be $100 registration fee with a tuition amount of $15,850 totaling $15,950.

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

Tuition and Fees: Washington D.C. Students

Course	Registration Fee** (Non-Refundable)	Tuition	Total Cost*
Cybersecurity for Developers	$100	$3,850	$3,950
Data Analysis Circuit (Online)	$0	$1,250	$1,250
Data Analytics	$100	$3,850	$3,950
Digital Marketing	$100	$3,850	$3,950
Digital Marketing Circuit (Online)	$0	$750	$750
Data Science	$100	$3,850	$3,950
Data Science Immersive	$100	$15,850	$15,950
Front-End Web Development	$100	$3,850	$3,950
HTML, CSS & Web Design Circuit (Online)	$0	$1,250	$1,250
JavaScript Development	$100	$3,850	$3,950
JavaScript Circuit (Online)	$0	$1,250	$1,250
Product Management	$100	$3,850	$3,950

Course	Registration Fee** (Non-Refundable)	Tuition	Total Cost*
Python Programming	$100	$3,850	$3,950
React Development	$100	$3,850	$3,950
Software Engineering Immersive †	$100	$14,850	$14,950
Software Engineering Immersive Remote (Online)	$100	$13,850	$13,950
User Experience Design	$100	$3,850	$3,950
User Experience Design Circuit (Online)	$0	$850	$850
User Experience Design Immersive	$100	$14,850	$14,950
Visual Design	$100	$2,700	$2,800

** Charges for the period of attendance and the entire course.*
***Registration fee may be refundable under the terms of state's refund policies.*
† In Summer 2019, Software Engineering Immersive tuition will be $100 registration fee with a tuition amount of $15,850 totaling $15,950.

Tuition and Fees: Colorado, Georgia, Illinois, Washington Students

Course	Registration Fee** (Non-Refundable)	Tuition	Total Cost*
Cybersecurity for Developers	$100	$3,850	$3,950
Data Analysis Circuit (Online)	$0	$1,250	$1,250
Data Analytics	$100	$3,850	$3,950
Digital Marketing	$100	$3,850	$3,950
Digital Marketing Circuit (Online)	$0	$750	$750
Data Science	$100	$3,850	$3,950
Data Science Immersive	$100	$15,850	$15,950
Front-End Web Development	$100	$3,850	$3,950
HTML, CSS & Web Design Circuit (Online)	$0	$1,250	$1,250
JavaScript Development	$100	$3,850	$3,950
JavaScript Circuit (Online)	$0	$1,250	$1,250
Product Management	$100	$3,850	$3,950
Python Programming	$100	$3,850	$3,950
React Development	$100	$3,850	$3,950
Software Engineering Immersive †	$100	$13,850	$13,950
Software Engineering Immersive Remote (Online)	$100	$13,850	$13,950

Course	Registration Fee** (Non-Refundable)	Tuition	Total Cost*
User Experience Design	$100	$3,850	$3,950
User Experience Design Circuit (Online)	$0	$850	$850
User Experience Design Immersive	$100	$13,850	$13,950
Visual Design	$100	$2,700	$2,800

** Charges for the period of attendance and the entire course.*
***Registration fee may be refundable under the terms of state's refund policies.*
† In Summer 2019, Software Engineering Immersive tuition will be $100 registration fee with a tuition amount of $14,850 totaling $14,950.00.

Tuition and Fees: Massachusetts Students

Course	Registration Fee** (Non-Refundable)	Tuition	Total Cost*
Cybersecurity for Developers	$50	$3,900	$3,950
Data Analysis Circuit (Online)	$0	$1,250	$1,250
Data Analytics	$50	$3,900	$3,950
Digital Marketing	$50	$3,900	$3,950
Digital Marketing Circuit (Online)	$0	$750	$750
Data Science	$50	$3,900	$3,950
Data Science Immersive	$50	$15,900	$15,950
Front-End Web Development	$50	$3,900	$3,950
HTML, CSS & Web Design Circuit (Online)	$0	$1,250	$1,250
JavaScript Development	$50	$3,900	$3,950
JavaScript Circuit (Online)	$0	$1,250	$1,250
Product Management	$50	$3,900	$3,950
Python Programming	$50	$3,900	$3,950
React Development	$50	$3,900	$3,950
Software Engineering Immersive †	$50	$14,900	$14,950
Software Engineering Immersive Remote (Online)	$50	$13,900	$13,950
User Experience Design	$50	$3,900	$3,950
User Experience Design Circuit (Online)	$0	$850	$850
User Experience Design Immersive	$50	$14,900	$14,950
Visual Design	$50	$2,750	$2,800

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

*** The registration fee is refundable if the cancellation is effective within five days after enrollment and the student has not attended the first class session.*
† In Summer 2019, Software Engineering Immersive tuition will be $50 registration fee with a tuition amount of $15,900 totaling $15,950.

Financial Assistance

General Assembly does not participate in federal or state financial aid programs except for the following: Selected programs of study at General Assembly are approved by the District of Columbia State Approving Agency and the Illinois Department of Veterans' Affairs State Approving Agency for VETS for the enrollment of those eligible to receive benefits under Title 38 and Title 10, USC.

We do not provide institutional financing. We do provide information on a range of financing options through independent, private funding sources, which you can read more about at https://generalassemb.ly/apply/financing-your-education.

Loans

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

Consumer Information

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

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

General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and General Assembly does not participate in federal or state financial student financial aid programs except for the following:

Selected programs of study at General Assembly are approved by the District of Columbia State Approving Agency and the Illinois State Approving Agency for the enrollment of those eligible to receive benefits under Title 38 and Title 10, USC.

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.

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

This catalog is certified as true and correct for content and policy.

Liz Simon, General Counsel & VP of Legal & External Affairs

January 1. 2019
Date

Appendix A

Board of Directors

Jacob Schwartz

Sergio Picarelli

Phillipp Lustenberger

Ownership

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

Regional Directors

John Madigan, J.D., Los Angeles

Ali Pisano, M.S., San Francisco

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

*Mickey Slevin, MBA, New York

John Madigan, J.D., Seattle

Denise Foss, M.A., Atlanta

Anne Bosman, MBA, Boston

*Ramon Solis Lara, B.A., Chicago

Eric Partlow, MBA, Austin

Adele McCarthy-Beauvais, MBA, Denver

**VA point of contact on campus*

Management

Jacob Schwartz, MBA, Chief Executive Officer

Scott Kirkpatrick, MBA, Chief Operating Officer & President

Philipp Lustenberger, MBA, Chief Financial Officer

Shiren Vijisangham, M.S., Chief Product Officer, Chief Academic Officer

Liz Simon, J.D., VP Legal & External Affairs

Sarah Tilton, General Manager – Growth Markets

Laura Youngblom, MBA, Global Director of Admissions

Duties

General Assembly is governed by a board of directors. The chief executive officer has overall responsibility to implement strategic goals and objectives of the organization. The chief executive officer develops and implements all strategic planning in accordance with the institution's mission and objectives to provide the highest quality of education and services.

The president is responsible for the management of campus education across all of General Assembly's campuses.

The regional directors own strategic planning and forecasting for their locations, supervise local education operations, supervise campus operations oversee local marketing functions, and grow and manage Outcomes and alumni offerings.

Faculty

See Appendix D (California).Faculty biographies can be found on our website: https://generalassemb.ly/locations.

Appendix B

Locations

New York
10 East 21st St.
New York, NY 10010
hello@generalassemb.ly
1-917-722-0237

Washington, D.C.
509 7th Street NW, 3rd Floor
Washington, D.C. 20004
dc@generalassemb.ly
1-202-517-1777

Massachusetts
125 Summer St.
Boston, MA 02110
boston@generalassemb.ly
1-617-207-6245

Texas
600 Congress Ave.
Austin, TX 78701
austin@generalassemb.ly
1-512-823-0359

Washington
1218 Third Ave., Suite 300
Seattle, WA 98101
seattle@generalassemb.ly
1-206-258-7033

Georgia
675 Ponce De Leon Ave. NE
Atlanta, GA 30308
atlanta@generalassemb.ly
1-404-334-7858

Illinois
444 N. Wabash Ave., 5th Floor
Chicago, IL 60611
chicago@generalassemb.ly
1-312-248-6213

Colorado
3858 Walnut St.
Denver, CO 80205
denver@generalassemb.ly
1-303-963-9936

California
225 Bush St., 5th floor
San Francisco, CA 94104
sf@generalassemb.ly
1-213-263-4147

2159 India St.
San Diego, CA 92101
sd@generalassemb.ly
1-213-263-4147

360 E. 2nd St.
Los Angeles, CA 90012
la@generalassemb.ly
1-213-263-4147

1520 2nd St.
Santa Monica, CA 90401
la@generalassemb.ly
1-213-263-4147

75 E. Santa Clara St., 6th floor
San Jose, CA 95113
sf@generalassemb.ly

Administrative and Headquarters
902 Broadway, 4th floor
New York, NY 10010

Appendix C: Schedules and Faculty For GI Bill® Campuses

Illinois Faculty

General Assembly employs both full- and part-time faculty. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website. The following faculty will be teaching courses in January 2019. Additional faculty will be hired throughout the year.

Course	Instructor Name
Data Science Immersive	Riley Dallas
User Experience Design Immersive	Shilpa Rao
Software Engineering Immersive	James Haff
Data Science Immersive	David Yerrington
Data Science Immersive	Matthew Brems
Data Science Immersive	Justin Pounders

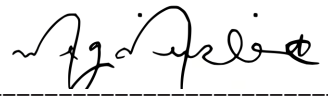
SEI, UXDI, and DSI Academic Calendar/Class Schedules

Course	Dates	Times
Data Science Immersive	Feb 25, 2019 - May 17, 2019	Monday–Friday, 9 a.m.–5 p.m.
Data Science Immersive	June 3, 2019 - Aug 27, 2019	Monday–Friday, 9 a.m.–5 p.m.
Data Science Immersive	Sept 9, 2019 - Dec 4, 2019	Monday–Friday, 9 a.m.–5 p.m.
Data Science Immersive	Dec 9, 2019 - Mar 12, 20120	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	Jan 22, 2019 - April 2, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	Apr 15, 2019 - June 24, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	July 22, 2019 - Sep 30, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	Oct 14, 2019 - Jan 2, 2020	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Mar 18, 2019 - June 10, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	June 17, 2019 - Sep 11, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Sep 16, 2019 - Dec 10, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Dec 9, 2019 - Mar 12, 2020	Monday–Friday, 9 a.m.–5 p.m.

I certify this copy to be true and correct as to content and policy.

_____ January 4, 2019

Brigitta McKinlay



Meg Nieslanik January 4, 2019

Ramon Solis January 4, 2019

Washington, D.C. Faculty

General Assembly employs both full- and part-time faculty. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website. The following faculty will be teaching courses in January 2019. Additional faculty will be hired throughout the year.

Title	Name	Title	Name
Regional Director	Paul Gleger	Regional Admissions Director	Lally Marino
Outcomes Manager	Seth Novick	Admissions Producer	Emilie Buckley
Outcomes Lead	Sarah Brooks	Admissions Producer	Fatema Zerin
Outcomes Lead	Joy Haugen	SEI Instructor	Juan Garcia
Campus Operations Lead	Robin Terry	DSI Instructor	Matthew Brems
Instructor Coach	Philip Ahn	UXDI Instructor	Zach Thomas
Course Producer	Lauren Jacobson	SEI Instructor	John Master
		SEI Instructor	Ali Spittel

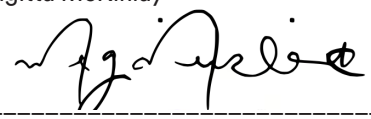
SEI, UXDI, and DSI Academic Calendar/Class Schedules

Course	Dates	Times
Software Engineering Immersive	Jan 22, 2019 - Apr 16, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	March 25, 2019 - June 14, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Apr 29, 2019 - July 24, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	June 24, 2019 - Sept 13, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Aug 5, 2019 - Oct 25, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Sept 30, 2019 - Dec 20, 2019	Monday–Friday, 9 a.m.–5 p.m.
Software Engineering Immersive	Nov 11, 2019 - Jan 31, 2020	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	March 11, 2019 - May 17, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	June 10, 2019 - Aug 16, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	Sept 9, 2019 - Nov 15, 2019	Monday–Friday, 9 a.m.–5 p.m.
User Experience Design Immersive	Dec 9, 2019 - Feb 14, 2020	Monday–Friday, 9 a.m.–5 p.m.
Data Science Immersive	Feb 25, 2019 - May 17, 2019	Monday–Friday, 10 a.m.–6 p.m.
Data Science Immersive	June 3, 2019 - Aug 23, 2019	Monday–Friday, 10 a.m.–6 p.m.

Data Science Immersive	Sept 9, 2019 - Dec 4, 2019	Monday–Friday, 10 a.m.–6 p.m.
Data Science Immersive	Dec 9, 2019 - Mar 12, 2020	Monday–Friday, 10 a.m.–6 p.m.

I certify this copy to be true and correct as to content and policy.

Brigitta McKinlay January 4, 2019



Meg Nieslanik January 4, 2019

Paul Gleger January 4, 2019

Appendix D: Specific Disclosures Required by the California Bureau for Private Postsecondary Education

Faculty

General Assembly employs both full- and part-time faculty. Biographies for all faculty teaching upcoming courses are available under the course description on GA's website. The following faculty will be teaching courses in January 2019. Additional faculty will be hired throughout the year.

San Francisco

Instructor	Course	Degree	Institution	Years of Experience
Alyssa Ackerman	DMC		University of Michigan	5 years' industry experience
Sophia Aladenoye	DMC		University of Pennsylvania	18 years' industry experience
Joe Anastasio	UXC		Marymount and Stanford	20 years' industry experience
Joe Anhalt	DMC		DePaul University	5 years' industry experience
Isha Arora	SEI	B.Tech, Computer Science. MS Computer Sofrware Engineering	College of Engineering Roorkee. International Technological University	9 years' industry experience
Imani Beauford	UXDI	BA, Communication	University of Michigan	5 years' industry experience
Greg Biggers	PDM		California Polytechnic State University, San Luis Obispo	24 years' industry experience
Joe Bliss	JSC		Colgate University	6 years' industry experience
Jennifer Bricker	DAC		George Washington University	10 years' industry experience
Carly Bruce	UXC		The Art Institute of California-San Diego	2 years' industry experience
Kenneth Bushman	SEI			7 years' industry experience
Stephany Cardet	HCD		Academy of Art University	6 years' industry experience
Daniel de Haas	FWD	BS, Computer Science	UC Riverside	6 years' industry experience
Daniella DeVera	UXDI	BA, Design (Visual Communication)	UC Davis	8 years' industry experience
Barbara Donnini	DAC		Pennsylvania State University	5 years' industry experience
Sarah Dulski	UXD	BFA, Retail Design	Cleveland Institute of Art	10 years' industry experience
Elizabeth Dykstra-Erickson	UXDI	MS Anthropology & Cybernetic Systems. MS Secondary Education. BA French	San Jose State University. Indiana University. Indiana University & Université de Dijon	28 years' industry experience
Jason Early	UXC		Illinois State University	15 years' industry experience

Instructor	Course	Degree	Institution	Years of Experience
Jay Ghorbani	DAT	PhD, Electrical Engineering	West Virginia University	9 years' industry experience
Lauren Golden	UXDI	BA, Literature	Washington University in St. Louis	21 years' analytics experience
Seth Goursen	DGM	BA, Psychology, Corporate Strategy	Vanderbilt University	6 years' industry experience
Rob Hall	PYT	BS Engineering. MBA, Finance and Entrepreneurial Management	Cornell University. University of Pennsylvania - The Wharton School	15 years' industry experience
Will Hayes	DGM	BA, Public Relations & Strategic Communications	Arizona State University	11 years' industry experience
Margaret Huang	HCD		New York University	2 years' industry experience
John Humbracht	HCD		Robert Morris College	5 years' industry experience
Thomas Johnson	DAC		North Carolina State University	5 years' industry experience
Adam Jones	DAT	PhD, Neuroscience & Cognitive Science. BA, Psychology and Biology	University of Maryland, College Park. The University of Montana	6 years' industry experience
Daniel Léon	DAC		Lehigh University	10 years' industry experience
Lily Liang	PDM	MBA, Operations Research & Engineering	Harvard, Cornell	16 years' industry experience
Kiri Martin	UXC		Pratt Institute	9 years' industry experience
Jorge Maya	UXD	BA Design	Universidad de Los Andes	5 years' industry experience
John McSwain	JSC		Georgia Institute of Technology	6 years' industry experience
Rob Montrone	DAC		Columbia University	15 years' industry experience
Cody Morgan	DGM			4 years' industry experience
Larissa Muramoto	FWD	BA Economics	Stanford University	7 years' industry experience
Carrie Murray	DMC		Villanova University	15 years' industry experience
Carey Nadeau	DAC		Massachusetts Institute of Technology	8 years' industry experience
Sonyl Nagale	JSC		Iowa State University	10 years' industry experience
Anthony Ng	JSC		Baruch College	1 year's experience in industry
Madeline O'Moore	HCD		New York University	3 years' industry experience
Matthew Phillips	DAT	M.S. in Data Science, M.A. in Economics, B.A. in Political Science	University of New Haven. Claremont Graduate University. University of California, San Diego	3 years' industry experience
Mark Popovich	DSI	BS, Finance, Management	Tulane University	6 years' industry experience
Brad Radle	UXC		Western Carolina University	4 years' industry experience
Jonathan Remulla	UXD	Bachelor of Fine Arts, graphic design and new media	University of San Francisco	14 years' UX design experience
Steve Ryan	UXC		Pennsylvania State University	2 years' industry experience
Alexandra Sanne	AN	Master's, Systems Engineering	George Washington University	3 years' industry experience

Instructor	Course	Degree	Institution	Years of Experience
Angela Schmidt	UXC		University of Michigan	5 years' industry experience
Melody Serra	FWD	BA, French & Italian; BS, Biological Sciences	University of California, Santa Barbara	5 years' of industry experience
David Sloan	PDM	BA Political Science. MBA, Marketing	UC San Diego. University of Washington	15 years' of industry experience
Shawn Sprockett	VIS	Bachelor of Arts, international relations, film studies, art	Florida International University	7 years' visual design experience
Will Steger	DGM	BS, Business Administration & Psychology	Redlands University	4 years' industry experience
Semhal Tekeste	DMC		George Mason University	6 years' industry experience
Spriha Tucker	PDM	B.A Economics. Masters in Computer & Info Tech	University of Pennsylvania	3 years' industry experience
Daniil Vinokur	UXD	BS, Human Computer Interaction. MBA, Entrepeneurship	DePaul University. Northwestern University.	16 years' industry experience
Sasha Vodnik	JS	Bachelor of Arts, French language and literature, English	Boston University	6 years' web development experience
Jessica Wallner	DMC		Emerson College and New York University	3 years' industry experience
Dylan Watt	JSC		University of Maine	5 years' industry experience
Brock Whitbread-Cole	SEI	BA, Journalism	Wilfred Laurier University	4 years' industry experience
Susan Wolfe	UXDI	Bachelor of Arts, modern music/music performance	University of Alaska, Anchorage	4 years' data science experience
David Yerrington	DSI	Master of Science, theoretical physics	National Research Nuclear University	16 years' data science experience
Grace Yuan	AN	BA, Economics & History	Cornell University	4 years' industry experience

Santa Monica

Instructor	Course	Degree	Institution	Years of Experience
David Bickham	AN	MBA, Marketing & Decision Sciences	Pepperdine University, The George L. Graziadio School of Business and Management	4 years' industry experience
Jonathan Boswell	FEWD, JS	BFA, Motion Picture, Television & Recording Arts	Florida State University	10 years' industry experience
Troy Howard	AN	Bachelor's Degree in Computer Science	Woodbury University	28 years' industry experience
Travis Huang	DAT	B.S; DSI; Master of Science in Business Analytics, Customer Analytics	University of Southern California, GA; University of California; Los Angeles	10 years' industry experience
Sofie Khan	UXD	M.eD., Educational Policy	University of Illinois at Urbana-Champaign	4 years' industry experience
Sean Locke	VIS	B.A. Visual Studies	University of California, Berkley	23 years' industry experience
Zac Messinger	SEI	BS Business Management, Entrepreneurship; WDI	Babson College	4 years' industry experience

Instructor	Course	Degree	Institution	Years of Experience
Varuni Palacios	DGM	B.A., Mass Communication, MBA	University of South Florida, University of Tampa	11 years' industry experience
Barry Ross	SEI	B.A., Cognitive Systems - Brain and Cognition Stream	University of British Columbia	8 years' industry experience
Alexander Rowland	SEI	B: Economics & Music	Wesleyan University	1 years' industry experience
Douglas Strodtman	DSI	B: English; DSI	DePauw University; General Assembly	4 years' industry experience
Marineh Tchakerian	PDM	Bachelor's Degree in Business Administration	University of Southern California	11 years' industry experience
Gerrit Velthoen	UXDI	BFA: Visual Communications	University of Arizona	23 years' industry experience
Kate Wood	FEWD	BFA, Film and Television; Web Development Immersive	New York University; General Assembly	10 years' industry experience

Downtown Los Angeles

Instructor	Course	Degree	Institution	Years of Experience
Dana Barnes	AN	B.S., Psychology, Biochemistry, Mathematics; Master of Public Health	University of Nebraska - Lincoln; Yale University	8 years' industry experience
Jonathan Boswell	FEWD, JS	BFA, Motion Picture, Television & Recording Arts	Florida State University	10 years' industry experience
Michael Christenson	SEI	n/a; WDI	General Assembly	1 years' industry experience
Jim Clark	SEI	Business Administration & Management; SEI Alumni	Orange Coast College; General Assembly	3 years' industry experience
Kevin Coyle	DAT, PYTH	B.A., Policital Science; DSI	Sonoma State University; GA	4 years' industry experience
Noura Kaddoura	FEWD	B.A., Business Administration and Management ; WDI	California State University, Long Beach ; General Assembly	3 years' industry experience
Sofie Khan	UXD	M.eD., Educational Policy	University of Illinois at Urbana-Champaign	4 years' industry experience
David Kim	UXDI	B.A: Architecture; UXDI	University of California, Berkeley; General Assembly	1 years' industry experience
Remy Kouffman	PDM	B.A., History & Political Science	University of California, Davis	7 years' industry experience
Sean Locke	VIS	B.A. Visual Studies	University of California, Berkley	23 years' industry experience
Sharif Matar	UXDI	BA: Communication and Media Studies; UXDI	Santa Clara University; General Assembly	5 years' industry experience
Kim Merino	JS	Master of Education, Curriculum and Instruction	University of California	15 years' industry experience
Jaclyn Mullen	DGM	Bachelor of Music, Music Business	University of Miami	8 years' industry experience
Barry Ross	FEWD	B.A., Cognitive Systems - Brain and Cognition Stream	University of British Columbia	8 years' industry experience

Notice Concerning Transferability of Credits Earned at Our Institution

The transferability of credits you earn at General Assembly is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending General Assembly to determine if your certificate will transfer.

Housing

General Assembly does not assume responsibility for student housing, does not have dormitory facilities under its control, and does not offer student housing assistance. According to Rentals.com, in San Francisco and Santa Monica, Calif., rental properties start at approximately $1,500 per month.

Student Tuition Recovery Fund

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

1. You are a student in an educational program, who is a California resident or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans.

2. Your total charges are not paid by any third-party payer such as an employer, government program, or other payer, unless you have a separate agreement to repay the third party.

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

1. You are not a California resident or are not enrolled in a residency program.

2. Your total charges are paid by a third party, such as an employer, government program, or other payer, and you have no separate agreement to repay the third party.

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

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

1. The school closed before the course of instruction was completed.

2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any

other purpose or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.

3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.

4. There was a material failure to comply with the act or this division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the bureau.

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

Consumer Information

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

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

Appendix E: Tuition Discount and Scholarship Chart

	Tuition Discount or Scholarship Amount	Eligibility Criteria	Application Instructions
Alumni Discount	Depending on the course taken and the course sought after, alumni can receive anywhere from $75 to $2,000 off.	Apply for a different, additional General Assembly program after graduating from one in the past.	Provide a copy of your certificate of completion to an Admissions representative.
Prepay Discount*	$450 for full-time programs $250 for part-time programs	Students must select a paid-in-full plan and pay their tuition and fees by the earlier of: A. Two weeks from when the EA is sent. B. Two weeks prior to the course start date.	Select the paid-in-full plan and speak with an Admissions representative.
Veterans Discount	10% off any circuit, part-time or full-time course.	Members of the United States Armed Forces, National Guard, and Reserves.	Submit one military document verifying your status (copy of DD214, copy of current military ID, or .mil or .gov email address) to an Admissions representative.
Career Tracks Discount	$375 for two 10-week online courses $300 for one 10-week and one five- or six-week online course	Students must enroll in one of three online career tracks: Front-End Coder Track, Product Designer Track, or Digital Marketer Track	Visit the Career Tracks page to access the application: https://learn.generalassemb.ly/not-a-school-tracks/.
Community Tuition Discount	$100 for part-time online programs $200 for part-time on-campus programs $500 for full-time programs	Nomination by a member of General Assembly's full-time staff or program faculty.	Referral by a GA employee or teacher to an Admissions representative.
Need-based Scholarships	Cover full cost of eligible programs.	Admitted students who fulfill all scholarship requirements and are selected by a committee using an assessment rubric.	Visit the Opportunity Fund page to access the application: https://generalassemb.ly/opportunity-fund.
See Her Excel Discount	$1500 off one of the following courses: Software Engineering Immersive Software Engineering Immersive Remote Data Science Immersive	Students must: -Be 18 or older -Self-identify as a woman, trans, or genderqueer person. -Have annual income of less than $40k / year -Have been admitted to one of the following immersive courses: Software Engineering Immersive, Software Engineering Immersive Remote, or Data Science Immersive	There is no additional application for this discount. Students must simply self-identify gender identity and annual income on the existing admissions survey.
Part-time Regular Staff Discount	**First year of employment**: 20% off part-time or full-time courses **After 1 year of employment**: 1 free part-time remote course OR 2 free circuit courses	Part-time Regular Staff are eligible for this discount within the tenure guidelines outlined to the left. An individual's performance and work must be consistent and one's enrollment cannot disrupt work schedule.	Employment verified through employee's manager.
Full-Time Regular Employee Discount	Part-time courses and Circuits are free. Departing employees who have been at GA for more than 6 months and are leaving in good standing may also apply the cost of a part-time course to a full-time course (pending signature of a separation agreement).	Full-time regular staff (including instructors) are eligible for this discount after 3 months of employment at GA, or at manager's request/approval.	Employment verified through employee's manager.

Active Instructors and Expert Network Members Discount	20% off part-time and full-time courses. 40% off circuits	Eligibility includes any individual teaching a class, workshop or course for GA (does not include Distinguished Faculty Members or FT Regular Employee instructors). The instructor must be in good standing, have an active employment paperwork on file, and go through standard admissions process. Discount is contingent on there course availbility and completion of pre-work.	Instructor must have the discount approved by their manager.
Distinguished Faculty Member Discount	Part-time courses and circuits are free. Distinguished faculty who have been members for more than 6 months and are in good standing may also apply the cost of a part-time course to a full-time course (pending approval of program manager).	Distinguished Faculty Members (regardless of employment classification) are eligible for this discount. They must be in good standing and go through the standard admissions process. Discount is contingent on there course availbility and completion of pre-work.	Employment and discount verified through Manager.

** For Washington, D.C. students, final payment is not due until seven days after the course start date.*

Appendix F: Standard Occupational Classification Codes

General Assembly courses fall into the following U.S. Department of Labor Standard Occupational Classification Codes:

Cybersecurity for Developers	15-1134.00
Data Analytics	15-1199.08
Data Analysis Circuit (Online)	15-1199.08
Data Science	15-2041.00
Data Science Immersive	15-2041.00
Digital Marketing	11-2021.00, 15-1199.10, 11-2011.00, 11-2011.01, 13-1161.00
Digital Marketing Circuit (Online)	11-2021.00, 15-1199.10, 11-2011.00, 11-2011.01, 13-1161.00
Front-End Web Development	15-1134.00
HTML, CSS & Web Design Circuit (Online)	15-1134.00
JavaScript Circuit (Online)	15-1134.00
JavaScript Development	15-1134.00
Product Management	15-1199.09
Python Programming	15-1199.09
React Development	15-1134.00
Software Engineering Immersive	15-1134.00
Software Engineering Immersive Remote (Online)	15-1134.00
User Experience Design	27-1021.00, 27-1024.00, 27-1029.00, 17-2112.01
User Experience Design Circuit (Online)	27-1021.00, 27-1024.00, 27-1029.00, 17-2112.01
User Experience Design Immersive	27-1021.00, 27-1024.00, 27-1029.00, 17-2112.01
Visual Design	27-1024.00, 27-1019.00, 27-1014.00, 27-1011.00

Appendix G: Specific Policies for GI Bill® Recipients

Credit for Prior Learning (38 CFR 21.4254(c)(3)

The school maintains a written record of the previous education and training of the GI Bill® recipient and grant credit appropriately, with the training period shortened proportionately.

Pro Rata Refund (38 CFR 21.4254(c)(13), 21.455)

General Assembly will refund the unused portion of prepaid tuition and fees on a pro rata basis. The exact proration will be determined on the ratio of the number of days of instruction completed by the student to the total number of instructional days in the course. Any amount in excess of $10 for an enrollment fee or registration fee will also be prorated.

Standards of Progress Policy for GI Bill® students

If a student is not making progress of a passing grade of 3.0 at the point of evaluation after project submissions, he or she may be provided with additional assistance outside of class in the form of a Student Performance Support Plan. The student and instructional team develop this education plan based upon a review of current records, current assessments, and the student's present level of performance in an initial meeting. After a plan is developed, follow-up dates and progress benchmarks are determined.

Students remain on a Performance Support Plan for two weeks and at that point, the instructional staff determines whether or not the student is back in good standing. If a student fails to meet expectations outlined in the plan, after being alerted to their performance needs, General Assembly will withdraw the student from the program.

This change in student enrollment status will be reported to the Department of Veterans Affairs (VA) within 30 days of the veteran's withdrawal date.

Attendance Policy for GI Bill® students

If a student reaches the maximum program absences as outlined in the attendance policy in this catalog, he or she will receive a warning.

Students exceeding three absences in a full-time program will be withdrawn from the course due to unsatisfactory attendance.

This change in student enrollment status will be reported to the Department of Veterans Affairs (VA) within 30 days of the veteran's last date of attendance.

Explusion Policy for GI Bill® students

The conditions under which a student can be expelled from a program with cause can be found in Appendix H.

This change in student enrollment status will be reported to the Department of Veterans Affairs (VA) within 30 days of the veteran's last date of attendance.

Recordkeeping Policy for GI Bill® students

The student's records pertaining to academic progress and attendance will be retained in the veteran's file for USDVA and SAA audit purposes.

Appendix H: Student Expulsion Policy Guidelines

General Assembly is committed to taking all reasonable steps to ensure the students have the opportunity to successfully complete their programs and has a commitment to ensure that within this general framework that all students are treated fairly and equitably. Students who do not support the academic and ethical goals of General Assembly for themselves and their fellow students may be subject to penalties, up to and including expulsion.

In general, General Assembly will attempt to resolve a situation without expulsion. Verbal warnings and written warnings may precede this final and most serious of actions. Where General Assembly deems the integrity, safety or well-being of school, students, staff, clients, visitors and other guests is in danger then expulsion may be applied at General Assembly's discretion at any point in the process.

The following outlines the conditions under which a student may be expelled with cause:

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

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

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

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

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

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

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

Appendix I: Specific Disclosures Required by the Workforce Training and Education Coordinating Board

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

Workforce Training and Education Coordinating Board
128 10th Ave. SW
Olympia, Washington 98504
360-709-4600