
GENERAL ASSEMBLY



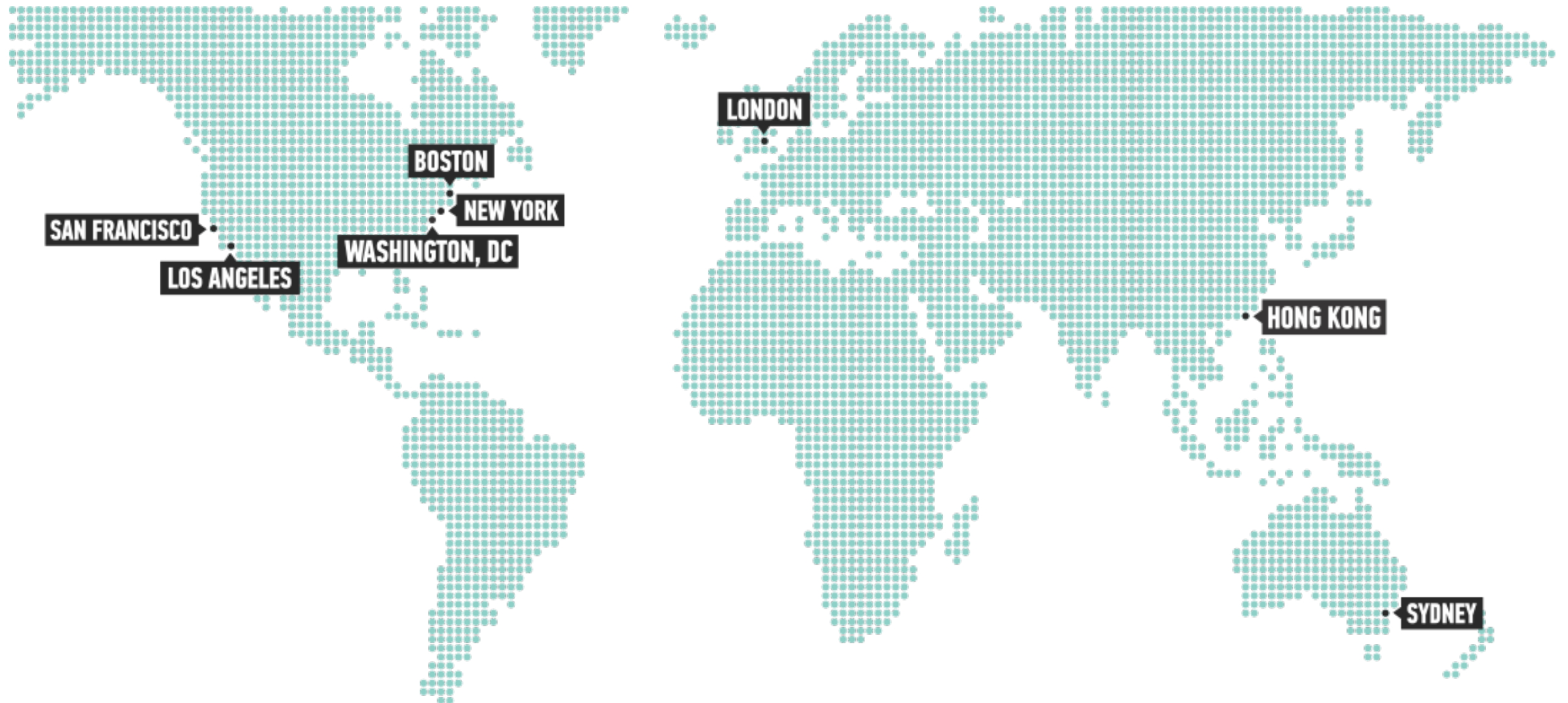
ABOUT GENERAL ASSEMBLY



What is General Assembly?

Established in early 2011 as an innovative community in New York City for entrepreneurs and startup companies, General Assembly is a global educational institution that transforms thinkers into creators through hands-on education in technology, business, and design.

Campus Locations





Top Reasons for Sending an Employee to GA

1. You want to bring a company project to life.

Course students spend the duration of the course on a single project, which can be either a personal idea, or a real-life company project. An employee can elect to focus their efforts on a company problem or issue, and bring a solution to life with the expertise and feedback from their instructor.

2. You want to provide continued education to your employees.

Each of the programs at General Assembly focuses on developing a tangible skill set. Students that enroll in our courses can either strengthen their specialized expertise, or cultivate a new, complimentary skillset i.e. a marketer could level-up in their career through our Digital Marketing course or expand their capabilities with our Product Management course.

3. You're looking to hire new talent.

General Assembly attracts a high-achieving group of students, both organically, and as a result of an admissions process. GA students are typically curious, creative, and ambitious individuals. As such, it is not uncommon for students to recruit or refer their teammates to their managers. Enrollment in a course is a great way to access and recruit from the larger GA talent pool.

Program Overview

BACK-END WEB DEVELOPMENT

In this 10-week [Back-End Web Development course](#), students will learn how to build functional web applications using the Ruby programming language and the Rails framework, whether he/she is aiming to bring a specific idea or project to life, or is in a position in which they interact with a development or IT team.

DETAILS

Dates: November 17 – February 11

Times: Monday & Wednesday, 6:30p-9:30p

Tuition: \$3,500

FINAL PROJECT

At the end of this course, students will use their newfound knowledge of back-end web development to develop and publish a functional rails web application.



Testimonials

“Our clients work in every vertical you can imagine, so being able to see the same concept applied in various contexts by other students was valuable to me.”

Business Analyst, Huge

HUGE

“General Assembly helps us to gain an entrepreneurial outlook on social trends that can help drive our business. Educational sessions like these are the first step in enhancing our organizational skill sets.”

Director of Digital, PepsiCo



PEPSICO

“I think both the program structure and the specific examples were invaluable aspects to this session that will help me in my current position.”

Executive, DraftFCB

DRAFTFCB



FAQs

What is your attendance policy?

We don't have a strict attendance policy. We understand that students inevitably have conflicts, so we make all class materials and resources available online via the course website. If attendance is required for reimbursement, our instructor and course producer can supply the appropriate documentation.

How is the student's performance measured in this course?

All of our courses are graded on a pass/fail basis. 80% of all coursework, in addition to the final project, must be completed to our satisfaction in order to earn a passing grade. Qualitative feedback is provided throughout the course, especially for the final project.

What verification do you provide that a student has completed the course?

We award students a Document of Completion upon successful completion of the course.



FAQs

Do you offer group rates if I send more than one employee?

Yes! We offer 10% off any course for groups of two or larger. In addition, all students will receive a 30% discount off Classes & Workshops, and a free 6-month membership to Front Row, our online video content library.

If you're sending a larger group, you might be a candidate for **General Assembly Enterprise**, which helps larger Fortune 500 companies build necessary skills to be successful in today's digital age. Contact enterprise@generalassembly.ly for more information.

What sorts of resources are provided to course students?

We focus heavily on providing students with the resources they need to grasp the material. We have at least one teaching assistant dedicated to each course. The experts in residence are present at lectures to help answer any questions and are also available during regular office hours, as well as by appointment. We also provide full access to course materials online where students can review at their convenience.

Who are the instructors for the program?

Although instructors vary for each instance of a given course, all are seasoned practitioners with deep experience in the course's field. Typically, each instructional team will consist of one lead instructor, as well as two experts in residence to provide additional feedback.



FAQs

Is General Assembly an officially accredited academic institution?

While we strive to provide a top notch educational experience - with excellent instructors and an enthusiastic and involved community - we are not an accredited academic institution. Though we understand this could present an obstacle, it is necessary for us to maintain this status in order to produce the type of programming we feel is most effective for all of our students and community. Sadly, this also means our football team is not bowl eligible.

How much time do students need to dedicate to this outside of the classroom?

It varies from person to person, but they should be prepared to work hard and to dedicate at least 3-5 hours per week outside of the classroom. Our courses are designed to be rigorous and intensive but also incredibly rewarding!



Our Programs

Business Fundamentals & Tactics

Learn the fundamentals of business, including financial and business modeling, market analysis, strategic marketing, and more.

10 weeks, \$3,900

Digital Marketing

Learn to plan and execute a marketing campaign, acquire and engage users, and quantify a strategy’s success.

10 weeks, \$3,500

Product Management

Learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics.

10 weeks, \$3,250

User Experience Design

Learn to build wireframes, implement best practices for common design patterns, and analyze business goals from a user perspective.

12 weeks, \$4,000

User Experience Design Immersive

Learn the skills of a UX designer, and put them to work while building a comprehensive portfolio.

10 weeks, \$9,500

Front-End Web Development

Learn to code, speak the language, and implement designs by learning HTML, CSS, and JavaScript.

10 weeks, \$3,500

Back-End Web Development

Turn ideas into working applications by learning the fundamentals of programming with Ruby and Ruby on Rails.

10 weeks, \$3,500

Data Science

Uncover valuable and actionable insights by building robust predictive models, testing their validity, and clearly communicating resulting insights

11 weeks, \$4,000

Web Development Immersive

Learn the skills to become an entry-level web developer and the resources to get a job in this intensive program.

12 weeks, \$11,500



FOR MORE INFORMATION, CONTACT:

The admissions team

► admissions@ga.co