
STARTUP SUMMER



ABOUT GENERAL ASSEMBLY



General Assembly transforms thinkers into creators through education and opportunity in technology, business, and design. Our global network of students, instructors, and entrepreneurs aims at bringing people together to take advantage of a new kind of learning-by-doing approach to education.

Featuring classes, workshops, events, long-form courses, and immersive programs, we offer a variety of ways you can learn in-demand, emerging disciplines. We focus on teaching practical, modern skills that give students a leg-up in the world, be it advancing an independent project, leveling up at a job, or finding a new career.

If you've been looking to take your ideas further, we invite you to stop waiting and start creating.



Why enroll at GA this summer?

EXPERIENCE A NEW CITY

With operations in 8 cities — Boston, Hong Kong, London, Los Angeles, New York, San Francisco, Sydney, Washington D.C. — General Assembly provides students the opportunity to develop a digital skill, while in the heart of an international city and tech scene.

BUILD YOUR RESUME

Each of our courses focuses on developing a tangible, marketable skill set — something that is helpful whether you simply want to expand your resume, or are interested in beginning a new career.

PREPARE FOR AN INTERNSHIP OR ENTRY-LEVEL JOB

Graduates of our full-time immersive programs enjoy access to GA Studio, which offers workshops and facilitates opportunities for graduates to meet companies that are hiring. 95% of our Web Development Immersive graduates globally find paid employment within three months of graduation.

Around the world



BOSTON



HONG KONG



LONDON



LOS ANGELES



NEW YORK CITY



SAN FRANCISCO



SYDNEY



WASHINGTON, DC

Why Boston?



Situated in Boston's Innovation District, the GA Boston campus is only a stone's throw away from key players in Boston's startup community: MassChallenge, Techstars, and District Hall. GA Boston is co-located with WeWork Seaport, a vibrant co-working community equipped with a lounge, ping-pong table, arcade games, and four classrooms. From the campus you are just a short walk away from Boston's seaport where you can hop on a paddle board, catch a ferry to Cape Cod's Provincetown, or simply enjoy a view of the harbor.

LOCAL TECH COMPANIES

- Hubspot
- TripAdvisor
- KAYAK
- RueLaLa
- Wayfair

WEEKEND ACTIVITIES

- Exploring Harvard Square
- Sailing, kayaking, and rowing along the Charles River
- Catching a Sox game at Fenway Park
- Attending a sunset clambake on Spectacle Island
- Biking along the Minuteman Bikeway out to historic Lexington and Concord
- Tasting fresh pasta and cannoli in the North End

Why Hong Kong?



Unlike any other location at General Assembly, GA Hong Kong has multiple campuses throughout the city, from Cyberport, a futuristic beachfront business park, to Garage Society, a co-working space right in Central — the beating heart of Hong Kong. With proximity to China and Southeast Asia’s exploding tech scenes, you’ll get a big picture view of what’s happening in the Asia-Pacific region of the world — and international experience that will make you a stand-out hire after you graduate.

LOCAL TECH COMPANIES

- SnapTee
- Native Union
- Makible
- Divide
- 9GAG
- Quirky
- 8 Securities

WEEKEND ACTIVITIES

- Hiking over Dragon’s Back
- Cycling through Lamma Island
- Hiring a junk boat and setting anchor near a new beachfront
- Camping on the white beaches of Tai Long Sai Wan
- Watching the races at Happy Valley Racecourse
- Jet-setting out of Hong Kong for a weekend trip to Thailand, the Philippines, Laos, or Indonesia

Why London?



General Assembly London is located in Clerkenwell, a neighbourhood that celebrates the design, heritage and energy of London's entrepreneurial community. A gateway to Old Street and Silicon Roundabout, this trendy neighbourhood is home to a mix of companies, from top London startups to the master of dance Sadler's Wells theatre. During down time, students can head up to the building's communal outfitted roof deck to relax, grab some sun, and take it all in.

LOCAL TECH COMPANIES

- Hailo
- Moo
- King (Candy Crush!)
- MindCandy
- Swiftkey
- State
- Passion Capital

WEEKEND ACTIVITIES

- Cycling along the Regent's Canal
- Grabbing lunch at Broadway Market
- Getting a pint at one of the "locals"
- Time-traveling through the British Museum, home to the world's largest Egyptian collection outside of Cairo

Why Los Angeles?



Situated in Downtown Santa Monica, General Assembly's Los Angeles campus sits just two blocks away from the Pacific Ocean, Santa Monica Pier, and Venice Beach. GA LA has its own dedicated space, complete with an expansive common area where GA students mingle before, during, or after class.

LOCAL TECH COMPANIES

- Tinder
- Snapchat
- BuzzFeed
- TOMS
- Riot Games

WEEKEND ACTIVITIES

- Hiking in Malibu or Santa Barbara
- Learning to surf at Venice Beach
- Walking around Third Street Promenade and catching a free concert or show
- Spending an afternoon in Barnsdall Art Park

Why New York City?



GA's flagship campus is located in Manhattan's Flatiron District, right in the heart of Silicon Alley. Surrounded by large tech companies like tumblr, Google, and Spotify, and right off the Union Square transit hub, you're less than a 20-minute commute to East Village, West Village, Financial District, Soho, and Williamsburg. Whether you're drawn to the endless energy of the city that never sleeps, or are fascinated with the intersection of tech and media, fashion, finance, or healthcare, you're in the right spot.

LOCAL TECH COMPANIES

- Etsy
- Kickstarter
- Spotify
- Foursquare
- Quirky
- okcupid
- tumblr
- Warby Parker

WEEKEND ACTIVITIES

- Heading to Brooklyn for the Williamsburg Smorgasburg
- Catching a show at Bowery Ballroom
- Watching stand-up or improv at Upright Citizens Brigade or the Peoples Improv Theatre
- Seeing world-renowned art at The Met, MoMA, and Whitney Museum
- Watching a play or musical on Broadway

Why San Francisco?



General Assembly San Francisco is located in SOMA, alongside some of the world's most well-known tech companies (Google, Facebook, Twitter). With a large majority of the city working on a startup or for a tech company, you'll be living, eating, and breathing innovation. But don't be fooled: in SF, balance of life is what it's all about with incredible access to natural parks, an abundance of healthy activities, and prevalent, organic, farm-to-table fare.

LOCAL TECH COMPANIES

- Twitter
- Dropbox
- Airbnb
- Uber
- Pinterest
- Square
- Wikimedia

WEEKEND ACTIVITIES

- Perusing the shops and cafes in the Mission
- Hanging out in Dolores Park
- Going on a wine tasting tour in Napa Valley
- Hiking in Marin
- Picnicking in Crissy Field with views of the Golden Gate Bridge

Why Sydney?



Located in the heart of the Central Business District, the Sydney campus is surrounded by some of the biggest tech companies in Sydney, including Atlassian and Tank Stream Labs. It is also just 20 minutes to the iconic Bondi Beach, where visitors can surf, golf, museum-hop, read, shop, or just about anything else.

LOCAL TECH COMPANIES

- Atlassian
- Fishburners
- Startup Aus
- BigCommerce
- Freelancer
- Campaign Monitor
- Shoes of Prey

WEEKEND ACTIVITIES

- Exploring the beautiful coastline with the Bondi to Bronte walk
- Sitting outside in the sun at a Surry Hills cafe
- Grabbing a drink with a friend at one of the waterfront pubs

Why Washington DC?



Located in the heart of the nation's capital, GA Washington D.C. is housed in 1776, a business incubator and co-working space. With all courses running inside 1776, GA DC students rub shoulders with entrepreneurs and small businesses, and are exposed to a myriad of events and social activities happening in the space every week. On a lunchtime break, students can head out for a quick walk to find themselves at the foot of the sprawling National Mall (home to the Constitution Gardens, Lincoln Memorial, and United States Capitol.)

LOCAL TECH COMPANIES

- 1776
- ID.Me
- iStrategyLabs
- Opower
- Trove
- Track Maven
- Social Tables
- Huge

WEEKEND ACTIVITIES

- Kayaking on the Potomac River
- Visiting the Smithsonian Museum for free
- Witnessing the spoken-word artist and poetry revival in Columbia Heights' BloomBars and the local cafe chain Busboys & Poets
- Buying fresh fish at the Maine Avenue Fish Market

COURSES AND IMMERSIVES

GA Los Angeles campus, located in Downtown Santa Monica

GENERAL ASSEMBLY | STARTUP SUMMER



Program Overview

WEB DEVELOPMENT IMMERSIVE

During this 12-week Web Development Immersive students develop the skills to become a full-stack junior web developers. Students go through an intensive program in Ruby on Rails, HTML, CSS, JavaScript, database design, test-driven development, and deployment, and graduate prepared for an entry-level position as a web developer.

DETAILS

Schedule: Full-time. Monday - Friday, 9am - 5pm
Tuition: \$11,500

FINAL PROJECT

Over the course of the immersive, students build a work-ready skill set and fluency in full stack web development as well as a portfolio of projects that are ready to present to employers.



Program Overview

USER EXPERIENCE DESIGN IMMERSIVE

In this 10-week User Experience Design Immersive, students live and breathe user experience design. Composed of classes delivered by top practitioners, workshops meant to build students' portfolios, and social events that immerse students into the UX community, UXDI is made for those seriously looking to enter the world of user experience.

DETAILS

Schedule: Full-time. Monday - Friday, 9am - 5pm

Tuition: \$9,500

FINAL PROJECT

Students collaborate directly with a company or startup to apply their UX skills to an existing product in order to create a brand new product feature or improve an existing one.



Program Overview

BACK-END WEB DEVELOPMENT

In this 10-week Back-End Web Development course, students 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

Schedule: Part-time, twice a week

Tuition: \$3,500

FINAL PROJECT

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



Program Overview

BUSINESS FUNDAMENTALS & TACTICS

In this 10-week Business Fundamentals & Tactics course, students learn how to deploy a business strategy from start to finish, including how to define a problem, identify opportunities, create, communicate, and implement a strategy, and track results in a quantifiable and meaningful way.

DETAILS

Schedule: Part-time, twice a week

Tuition: \$3,900

FINAL PROJECT

Students prepare and present a fully-baked growth strategy to a panel of experts for an operating company. This will be based upon their midpoint project, and will be expanded with a detailed proposal to implement and operationalize the strategy (a gap analysis, resource plan, operating model, and organizational structure)



Program Overview

DIGITAL MARKETING

In this 10-week Digital Marketing course, students learn how to create and implement marketing campaigns that acquire and convert new customers. Beginning with a solid foundation of marketing fundamentals and principles, students get hands-on training in marketing analytics, A/B testing, content marketing, paid search marketing, social media marketing, email marketing and media planning.

DETAILS

Schedule: Part-time, twice a week

Tuition: \$3,500

FINAL PROJECT

Students prepare and present an end-to-end digital marketing campaign. The presentation will outline a clear marketing objective, a data-based strategy, well designed experimentation proposals, sample social media content, and paid marketing campaigns & results.



Program Overview

USER EXPERIENCE DESIGN

Not only is user experience design one of the fastest growing fields, but it is also one of the most complementary skill sets in the digital workforce today. In this 12-week User Experience Design course, students learn to solve business goals with design principles and best practices by developing sitemaps, user flows, and wireframes.

DETAILS

Schedule: Part-time, twice a week

Tuition: \$4,000

FINAL PROJECT

At the end of this course, students will have the full documentation for a new product they have created in response to an identified UX problem. This includes deliverables in the form of personas, user flows created with UX tools such as Omnigraffle, and an accompanying set of wireframes.



Program Overview

PRODUCT MANAGEMENT

Being able to take an idea and turn it into a product requires a certain discipline. Many things have to be taken into consideration, from business requirements to user needs and technical obstacles. During this 10-week Product Management course, students learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics.

DETAILS

Schedule: Part-time, twice a week

Tuition: \$3,250

FINAL PROJECT

Students prepare a presentation detailing their process of creating a product and getting it to market. Students present their process and strategy, clearly demonstrating the following: product life cycle, business case, market analysis, key metrics, user personas, roadmap, MVP, and storyboarding.



Program Overview

DATA SCIENCE

Ever wonder how the Netflix recommendation engine works or how Amazon.com determines what items “you may also like?” This 11-week Data Science course provides a practical introduction to the interdisciplinary field of data science and machine learning. You will learn how to use specific programming languages (such as R and Python) tools, and technologies, to help you acquire, clean, parse, and filter your data.

DETAILS

Schedule: Part-time, twice a week

Tuition: \$4,000

FINAL PROJECT

Students will be asked to acquire a real-world data set, form a hypothesis about it, clean, parse, and apply modeling techniques and data analysis principles to ultimately create a predictive model. Students will write a technical paper and present their results.



GA Graduates



“As someone coming from an outsider industry like fashion, I had the illusion that tech was inaccessible. Learning to code has shown me that nothing is off-limits, and that programming is incredibly fun, creative, and obsession-worthy.”

— **MADDY MAXEY, FRONT-END WEB DEVELOPMENT GRADUATE**



“I was always interested in working for a startup or technology company, but I didn’t have the necessary skills to be a builder or creator of the product or service. I took Web Development Immersive to gain the technical skill-set and experience I needed to eventually work as a web developer.”

– **ADRIAN BAUTISTA, WEB DEVELOPMENT IMMERSIVE GRADUATE**



“I have a degree in Business, but working in technology as a Product Manager, I realized there was a whole world of startups and user experience design that I didn’t know. GA was a great opportunity for me to gain those additional skills that I hadn’t learned in school.”

– **KATE ZASADA, USER EXPERIENCE DESIGN GRADUATE**



FAQs

DO YOU OFFER VISAS?

While we have had international students in the past, General Assembly is not an accredited university and, therefore, is unable to sponsor student visas.

DO YOU PROVIDE HOUSING?

We do not provide housing, though some of our campuses have relationships with local housing providers. Once you submit a course application, you'll be put in touch with an admissions counselor who will be able to provide more information on the options available to you in the city you're interested in.

IS GENERAL ASSEMBLY AN OFFICIALLY ACCREDITED ACADEMIC INSTITUTION?

No, General Assembly is not an accredited academic institution. Because of how quickly the digital landscape changes, engaging in the accreditation process would prevent us from incorporating the latest material or skills that the job market requires—whether it's the latest developments in web standards to new tools and resources.

Sadly, this also means our football team is not bowl eligible.



FAQs

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 for part-time courses and upwards of 8 hours for our full-time courses. Our programs are designed to be rigorous and intensive but also incredibly rewarding. Sadly, this also means our football team is not bowl eligible.

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.

HOW DO I PAY?

After students are admitted, payment can be submitted via credit card, check, wire transfer, carrier pigeon, or pretty much any payment method. We also offer flexible payment plans. Please note that we can not accept student loans or financial aid, though financing options are available.

READY TO APPLY?

Submit your [Startup Summer Scholarship application](#) to get started today and become eligible for a \$500 scholarship.