



**PRODUCT SCHOOL**  
SILICON VALLEY

# 2020 Course Catalog

January to December 2020

Product School – Washington Campus  
100 S.King Street, Suite 100  
Seattle, WA 98104  
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[www.productschool.com](http://www.productschool.com)

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### **MISSION STATEMENT**

**The mission of Product School is to lower barriers to education and provide students with the tools and skills necessary for success in the Product Management and Tech industry.**

### **Owners & Personnel**

Owners: Carlos Gonzalez de Villaumbrosia, Fernando Gonzalez de Villaumbrosia  
Administrators: Karlygash Burkitbayeva

*The Programs Department can be reached at [students@productschool.com](mailto:students@productschool.com)*

### **Product School's Head Administrative Offices**

Product School

415 Jackson Street, Suite B  
San Francisco, CA 94111  
+1 (415) 938-3858

### **Instructors and Summary of Qualifications**

Our instructors are not traditional teachers, they are practitioners, currently assuming senior product management roles at companies such as Google, LinkedIn and PayPal. They teach at Product School because they have been in your shoes before and want to give back to the product community. Information about each of our instructors is available on our website, <https://www.productschool.com/instructors/>.

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## **SCHOOL CALENDAR, CLASS SCHEDULES, AND PROGRAM STARTING DATES**

Administrative staff are available via phone and email during Product School's regular business hours, 9:00AM to 6:30PM Monday through Friday.

### **Classes are scheduled as follows:**

#### **Weekday Schedule**

Tuesdays & Thursdays | 6:30pm – 9:00pm

#### **Weekend Schedule**

Saturdays | 9:30 am – 3:30pm

The total hours of each program vary and are dependent upon the curriculum chosen.

Product Management            40 Hours

The following holidays will be observed and classes will not be held. Holidays are not counted as part of the contracted time schedule.

New Year's Day, Memorial Day,  
Independence Day, Labor Day,  
Thanksgiving Day and Christmas Day.

The start dates of our courses offered in Seattle are as follows.

### **Product Management**

1/7/2020

2/8/2020

3/3/2020

9/8/2020

10/10/2020

11/3/2020

12/5/2020

## **FACILITIES**

Product School is located in the Pioneer Collective, a coworking space in Seattle's Pioneer Square. This 6,600 square foot shared space features an up-to-date facility with a reception area. Equipment includes desks, chairs, tables, whiteboards, HDMI cables, DVI <> HDMI adapters, projectors and projector screens. Students are required to supply their own computers.

Both male and female lavatories are available. There is parking available in a well-lit parking lot, and the school is conveniently located between the Stadium District and Pioneer Square. Nearby public transit makes the school easily accessible from SoDo, Capitol Hill, West Seattle, Ballard, Fremont, Beacon Hill, Central District, Belltown and more.

This is a recently renovated ADA accessible facility with handicapped ramps and lavatories, and reasonable accommodation will be provided at the request of the student.

The maximum class size is 15 and the student/instructor ratio is 15 to 1.

## **ENTRANCE / ADMISSION REQUIREMENTS**

Students must possess at least 3 years' experience in technology, business, or design roles.

Students must possess a High School Diploma, a General Education Development (GED) Diploma, or a degree of higher education. At this time Product School does not admit ability-to-benefit students.

## **DISCRIMINATION DISCLOSURE**

Product School does not discriminate against students or potential students on the basis of race, creed, color, national origin, sex, veteran or military status, sexual orientation, 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.

## **PROCEDURE TO REQUEST REASONABLE ACCOMMODATION FOR STUDENT DISABILITY**

Product School acknowledges that information pertaining an applicant's disability is voluntarily disclosed and confidential, and will be made on an individual basis. If this information is presented, Product School will reasonably attempt to provide an accommodation to overcome the effects of the limitation of the qualified applicant. All inquiries about accommodations should be made to Admissions upon registration for the program. To be qualified, an individual with a disability must meet the basic skill, education, training and other eligibility requirements of the vocational program, and must be able to perform the essential functions of the vocational program they're enrolling in, either with or without reasonable accommodation; the academic standards are the same for all individuals enrolled.

## PROGRAMS

All programs at Product School prepare students for a job as a Product Manager. None of the programs at Product School are designed to lead to positions in a field which requires licensure in this state. All programs are single, stand-alone courses, and progress in a sequence of courses each week. The method of instruction for all programs is computer-assisted classroom lecture. Product School does not offer distance education.

Academic credit is measured in clock hours. One (1) hour of instructional time is defined as a fifty (50) minute period.

The classroom facility consists of desks and chairs, with electrical outlets and WiFi available for student use. Students are expected to provide their own computers. A sketch of the floorplan of the facility is included below.

PRODUCT SCHOOL MAIN CLASSROOM - 100 S King Street, Suite 100



Fifth Floor (As-built)



**Program Title**

Product Management

**Program Objective**

At the completion of this course, students will understand frameworks, tools, and processes used by product managers including scrum, a/b testing, prototyping, user testing, and KPI definition.

**Program Sequence Outline: Weeks 1 through 8**

Week 1: Assess Product Opportunities

Week 2: Determine Your Target Customer

Week 3: Define and Design Your Product

Week 4: Build and Launch Your Product

Week 5: Measure and Iterate Your Product

Week 6: Course Review

Week 7: Demo Your Project

Week 8: Get a Product Job

**Clock Hours**

40

## EDUCATIONAL CREDENTIAL

Upon successful completion of the course, a Certificate of Completion is awarded to the student. Students will need to meet all financial responsibilities before a Certificate of Completion will be issued.

## TUITION AND ADDITIONAL COSTS

Total cost of training including tuition, fees, deposits, and other charges necessary to complete the program is as follows.

DESCRIPTION	COST
Tuition	\$4,099
Registration Fee	\$100
Textbooks & Workbooks	\$0
Supplies and materials	\$0
<b>Total cost of Training</b> (includes tuition, fees, deposits, and other charges necessary to complete the program)	<b>\$4,199</b>

## FINANCIAL AID ASSISTANCE

Product School does not currently offer financial aid to its students.

## GRADING SYSTEM / STANDARDS OF PROGRESS

Product School measures student progress carefully through weekly assignments and a final project. Assessments are reviewed on a completion basis. To complete all courses, students must attend the course regularly and submit all required assignments.

In calculating a student's grade point average, the following policy applies:

- 90% to 100% = A 4 Grade Points
- 80% to 89% = B 3 Grade Points
- 70% to 79% = C 2 Grade Points
- 60% to 69% = D 1 Grade Points
- 0% to 59% = F 0 Grade Points

If the student has not completed the coursework and earned a grade at the end of the course, the instructor may issue one of the following grades:

**I Incomplete** If the course has not been completed, the instructor may grant an I on a one-month extension of the term, at no additional tuition cost, when the student is making satisfactory progress and the instructor believes that an extension of time will permit satisfactory completion. At the end of this period, a final grade must be recorded.

**W Withdraw** The student may withdraw from any course before the end of the term. At the end of the term, the instructor may withdraw the student from the course and issue a W when the instructor believes the student's progress is insufficient to warrant an extension. A student who withdraws or is administratively withdrawn must retake the course and is responsible for a new tuition payment for that course of study.

## STUDENT EVALUATION TECHNIQUES

Due to the interactive and product-based nature of training, no tests or quizzes are administered: all student knowledge is verified by their involvement in lectures and the quality of their work product. Administration may provide individual progress reports at regular intervals in the program. Assessments will be provided to the students on a weekly

basis during the natural flow of the course, with a final transcript provided at the completion of the program if the student is in good status. Other methods of evaluation may include hands-on skill evaluation and individual and group projects.

### **PROBATION FOR BELOW AVERAGE GRADES**

Product School does not provide a probation option. If a student is not making satisfactory progress as determined by the Student Assessment procedures described in the Course Description, he/she may be dismissed from the program. Refunds will be given in accordance with the school's refund policy.

### **ATTENDANCE REQUIREMENTS**

Product School records the daily attendance of each student. Absenteeism for more than 20 percent of the total program constitutes cause for dismissal, as the nature of all of Product School's programs are short and fast-paced. A student who has greater than 20 percent absences faces the possibility of being dropped from the program.

### **MAKE-UP WORK**

Assignments missed due to absences must be made-up prior to the next class to ensure the student can keep pace with the short-term course. Students should contact their instructors to get missed assignments. Additional make-up work may be required to complete the hours of the program(s). Without completing all the missed hours, the student may be dropped from the program.

### **TARDINESS**

Students are strongly encouraged to arrive for class early or on-time.

### **WITHDRAWING FROM SCHOOL**

Students must prepare a written notification for withdrawal and submit it to the school director. This document must contain the student's name, address, and the date. All financial obligations on the part of the school and the student will be calculated using the last recorded date of attendance.

## **CODE OF CONDUCT**

The following conduct is unacceptable and will not be tolerated:

1. All forms of bias including race, religion, ethnicity, gender, disability, national origin, veteran status, and creed as demonstrated through verbal and/or written communication and/or physical acts.
2. Sexual harassment including creating a hostile environment and coercing an individual to perform sexual favors in return for something.
3. All types of proven dishonesty, including cheating, plagiarism, knowingly furnishing false information to the institution, forgery, and alteration or use of institution documents with intent to defraud.
4. Intentional disruption or obstruction of teaching, administration, disciplinary proceedings, public meetings and programs, or other school activities.
5. Theft or damage to the school premises or damage to the property of a member of the school community on the school premises.
6. Student acts of criminal behavior that place any person in imminent danger are prohibited on all school grounds.
7. Violation of the law on school premises. This includes, but is not limited to, the use of alcoholic beverages or controlled dangerous substances.
8. Violation of published school policies.

## **CONDITIONS FOR DISMISSAL**

Students may be dismissed from the school for the following reasons:

1. Not adhering to the school's rules, regulations, policies, and code of conduct.
2. Missing more than 20 percent of instruction time
3. Failure to complete required assignments

The school director will notify the student in writing should it become necessary to dismiss the student in a letter containing the date and the reason for dismissal. Product School reserves the right to terminate a Student's training at any point and remit a refund in accordance with Product School's refund policy.

## **RE-ENTRY POLICY**

Students dismissed from the school who request re-entry must request re-entry in writing to the school director. In cases where the student was dismissed for excessive absences (greater than 20 percent) or financial concerns, it may be possible to re-enter for the next upcoming cohort with availability. In cases where the student was dismissed due to failure to complete required assignments, it may be possible for the student to make up the assignment or a variant thereof and re-enter the program with the next upcoming cohort with availability. In cases where the student was dismissed due to unacceptable conduct, the student may have to meet with the director before re-entering the school. The decision of the director is final and the student will receive a letter within five business days stating the decision.

## **CREDIT FOR PREVIOUS TRAINING**

Product School does not award credit for previous training.

## STUDENT GRIEVANCE-COMPLAINT/APPEAL PROCESS

Nothing in this policy prevents the student from contacting the Workforce Board (the state licensing agency) at 360-709-4600 at any time with a concern or a complaint.

Students who have a complaint or who would like to appeal a dismissal must request in writing an appointment for an interview with the Program Manager. The written request should include the following information:

1. Student's full name and current address
2. A statement of the concern including dates, times, instructors, and if applicable, other students involved
3. Date of complaint letter and signature of the student
4. Three dates in which the student would be available for a meeting with the Program Manager. These dates should be within 10 business days of the complaint.

The school director will notify the student in writing of the appointment date in which the concerns or appeal will be addressed. Every effort will be made to bring an amicable closure to the concern. Should it be necessary, a panel of instructors will hear the concerns and will be asked to assist in bringing a resolution to concerns and/or appeals. The student will be notified in writing within five business days of the outcome of the meetings. Should the contract be canceled by either the student or the school the last date of attendance will be used as the date to calculate any refund in accordance with the school's refund policy.

## CANCELLATION AND REFUND POLICY

Should the student's enrollment be terminated or should the student withdraw for any reason, all refunds will be made according to the following refund schedule.

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 percent 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 above, plus a percentage of the total tuition as described in the following table:

<b>If the student completes this amount of training:</b>	<b>The school may keep this percentage of the tuition cost:</b>
One week or up to 10%, whichever is less	10%
More than one week or 10% whichever is less but less than 25%	25%
25% but less than 50%	50%
More than 50%	100%

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

- a. When the school receives notice of the student's intention to discontinue the training program;
  - b. When the student is terminated for a violation of a published school policy which provides for termination; or,
  - c. 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.

### **STUDENTS RECORDS**

Complete student files will be maintained by the school for 5 years. Thereafter, record of student transcripts will be maintained by the school for 50 years, or until the school closes. If the school closes, whether voluntarily or involuntarily, educational records or transcripts will be forwarded to the Workforce Training and Education Coordinating Board.

Upon graduation, each student will be given a copy of his or her transcript. These records should be maintained indefinitely by the student. Students may request copies of their transcript by making a written request to the Programs department. Student records are available for review by the student at any time.

### **EXTERNSHIP POLICY**

Product School does not offer externships.

### **PLACEMENT ASSISTANCE**

Although some of the training at Product School prepares a student for entry into a career in Product Management, Product School does not currently offer job placement assistance.

**LICENSURE STATEMENT:**

This school is licensed under Chapter 28C.10 RCW. Inquiries or complaints regarding this private vocational school may be made to:

**Workforce Training and Education Coordinating Board  
128 – 10th Avenue Southwest  
Olympia, Washington 98501  
360-709-4600**

**[workforce@wtb.wa.gov](mailto:workforce@wtb.wa.gov)**

**Product School does not have a joint jurisdiction with another agency in the State of Washington. Product School is not accredited by an accrediting agency recognized by the Department of Education, and therefore is not authorized to offer Federal Financial Aid.**