

study three well-known approaches to model the dynamic of the financial instruments, they are Markov process, Poisson process and Brownian model. To highlight the practical relevance of the course materials we shall discuss a number of real-world case studies throughout the course.

ORGC 1240 Public Speaking (3,1,2)

This course presents the principles and techniques of public speaking and introduces the students to effective uses of presentational software. Students practise analysis, formulation, organization, development and delivery of ideas and are provided with the instruction and practice in the utilization of common presentational software to support the effective communication of their ideas to the audience.

ORGC 1310 Interpersonal Communication (3,2,1)

This course introduces the theories and principles of effective communication as they apply to interpersonal and relational contexts of interaction. It aims to increase students' ability to note communication patterns and processes, and to make active and constructive choices during their interaction with other people. Analysis of the major variables in face-to-face communication include topics on verbal and nonverbal behaviors, self-awareness and disclosure, interpersonal perceptions and communication competence, and types of relationship.

ORGC 2005 Group Communication (3,2,1) (E)

Theories and processes of small groups are reviewed as relevant to enhance communication skills necessary for productive group interaction. Emphasis is placed on the types of small group discussions oriented towards effective problem solving, decision-making, and conflict management, as well as the role of leadership in the process, focusing on the behaviour of groups and leaders as inherently communicative. Students will study small group and leadership communication theory, research, and practice from several different perspectives, focusing on how group synergy emerges from the communication.

ORGC 2007 Organizational Communication (3,2,1) (E)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local settings will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to organizational practices.

ORGC 2015 Computer Mediated Communication (3,2,1)

This course explores the influences of computer technology on communication studies and the inter-relations among computer network, culture and communication, and reviews some major concepts of computer mediated communication (CMC) as presented in academic publications. Students are encouraged to both utilize computer technology to demonstrate an alternative form of presentation and reflect critically to such communication phenomenon.

ORGC 2016 Culture, Society and the Media (3,2,1) (E)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

This course is an introduction to cultural studies. This new area within the discipline of communication brings social and political analysis to the study of communicative practice. The emphasis is on developing sets of concepts which help to understand communicative power, using examples from film, press, television, popular music, fiction, and so forth.

ORGC 2017 Nonverbal Communication (3,2,1)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

Nonverbal behaviour is examined as part of the package of interacting signals which are fundamental to interpersonal, group, and all forms of mass mediated communication. Surveys of the major divisions of kinesics, proxemics, artifactual, chronemics and paralinguistics are supplemented with published scholarship in the comparatively minor areas of tactile, environmental and olfactory research. Cross-cultural implications are explored. Primary emphasis is placed on the practicalities for the communication professional who designs as well as interprets signs. A research project gives practical experience for methodically recording naturalistic observation.

ORGC 2025 Interpersonal Communication (3,2,1) (E)

This course introduces the theories and principles of effective communication as they apply to interpersonal and relational contexts of interaction. It aims to increase students' ability to note communication patterns and processes, and to make active and constructive choices during their interaction with other people. Analysis of the major variables in face-to-face communication include topics on verbal and nonverbal behaviours, self-awareness and disclosure, interpersonal perceptions and communication competence, and types of relationship.

ORGC 2027 Interviewing (3,2,1) (E)

Interpersonal communication in interviewing situations is examined including dyadic communication principles and specific applications in selection, appraisal, counselling, exit, journalistic, and survey interview situations.

ORGC 2110 Culture, Society and the Media (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication

This course is an introduction to cultural studies. This new area within the discipline of communication brings social and political analysis to the study of communicative practice. The emphasis is on the developing sets of concepts which help to understand communicative power, using examples from film, press, television, popular music, fiction and so forth.

ORGC 2120 Computer Mediated Communication (3,2,1)

This course explores the influences of computer technology on communication studies and the inter-relations among computer network, culture and communication, and reviews some major concepts of computer mediated communication (CMC) as presented in academic publications. Students are encouraged to both utilize computer technology to demonstrate an alternative form of presentation and reflect critically to such communication phenomenon.

ORGC 2140 Persuasion and Social Influence (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication

Taking a social scientific approach, this course is designed to provide students with foundational theories of persuasion and their applications to everyday situations. Specifically, this course focuses on audience analysis, attitude formation, the attitude-behaviour relationship, and changing attitudes and/or behaviour. Persuasion practices in the Chinese culture will be compared with those in Western world.

ORGC 2160 Group Communication (3,2,1)

Theories and processes of leadership and small groups are reviewed as relevant to enhance communication skills necessary for productive group interaction. Emphasis is placed on the types of small group discussions oriented toward effective problem solving, decision making and conflict management, as well as the role of leadership in the process, focusing on the behaviour of groups and leaders as inherently communicative. Students will study small group and leadership communication theory, research and practice from several different perspectives, focusing on how leadership emerges from the communication.