

ORBS 7010 Operational Research I (3,3,0)

This course introduces the fundamental theory, techniques and algorithms for linear programming, nonlinear programming and statistical computation problems.

ORBS 7020 Techniques of Production Operations Management (2,2,0)

This course introduces students systematically to the range of activities involved in production and operations management, mainly adopting quantitative approaches.

ORBS 7030 Statistical Software in Business and Management (3,3,0)

This course introduces elementary statistical concepts and methods and how to use SPSS, a friendly statistical software, as a computational aid to carry out the statistical computation.

ORBS 7040 Computer Tools for Simulation (3,3,0)

This course introduces how to use computers to analyse real-life managerial problems, understand the theoretical basis of discrete-event simulation models and communicate technical results effectively to non-specialist managers.

ORBS 7070 Business Statistics and Modelling (3,3,0)

This course introduces statistical methods for analysing categorical data arisen from qualitative response variables which cannot be handled by methods dealing with quantitative response, such as regression and ANOVA.

ORBS 7080 Operational Research II (3,3,0)

This course introduces the basic techniques and algorithms for dynamic programming, inventory control and queuing theory.

ORBS 7090 Performance Management (2,2,0)

This course introduces students systematically to the range of activities in performance evaluation, mainly adopting quantitative approaches; and enables students to gain an understanding of the suitable quantitative approaches used in performance evaluations (and related areas).

ORBS 7100 Managing Complexity: The Systems Approach (3,3,0)

This course introduces a range of soft OR/systems methods in a practical and yet critical way.

ORBS 7110 Quantitative Models for Marketing (3,3,0)

This course aims to study market response models that capture the factors that drive a market and market segmentation models for conducting segmentation studies.

ORBS 7120 Knowledge Discovery and Business Intelligence (3,3,0)

This course introduces the concepts of knowledge discovery and also business intelligence and the various related techniques including data warehousing, data mining and online transaction processing (OLTP). This course explores the process, contents and context of managerial decision making. This course looks at how business intelligence can help in improving management decision-support effectiveness.

ORBS 7130 Survey Sampling and Experimental Design (3,3,0)

This course introduces the overall planning of the survey operation and design and selection of samples and the design of questionnaires; the various survey sampling methods and the corresponding data analyses, especially the estimation methods of population mean and proportion. This course introduces various kinds of experimental designs involving factorial and uniform designs as well as design for computer experiments.

ORBS 7140 Actuarial Statistics (3,3,0)

This course introduces the mathematics of risk and insurance, life contingencies as applied to models including expenses, non-

forfeiture benefits, dividends, and valuation theory for pension plans.

ORBS 7160 Network and Project Management (3,3,0)

This course introduces the fundamental idea, techniques and algorithms for network, transportation, and assignment models, as well as project management.

ORBS 7180 Heuristic and Structured Problems in Operational Research (3,3,0)

This course introduces model building and solution techniques for practical problems in mathematical programming, and the methods in the design and analysis of algorithms for solution to large size practical real-life problems.

ORBS 7200 Derivatives (3,3,0)

This course introduces computational methods for problems of finance, including mainly the computation of market indicators and option price.

ORBS 7210 Work-based Learning (3,0,3)

This course gives an opportunity for students to apply the skills and knowledge from the MSc programme to local (Hong Kong) companies/industries.

ORBS 7220 Risk and Portfolio Management (3,3,0)

This course introduces the fundamental concepts of financial derivatives and portfolio risk measurement and management. Students will learn why both firms and individual investors should learn how to measure and manage risk.

ORBS 7231-2 Dissertation I & II (6,0,9)

This is an individual dissertation which usually relates to the operational research and business statistics, and requires knowledge and skill acquired in the course. A thesis and an oral presentation are required upon completion of the project.

ORBS 7240 Forecasting and Demand Management (3,3,0)

To learn the theory of business forecasting, apply forecasting methods in practice using computer tools and real-world data, understand how firms should set and update pricing and product availability decisions across their various selling channels in order to maximize profitability.

ORBS 7250 Applied Multivariate Analysis (3,3,0)

This course introduces classical multivariate analysis and techniques which are useful for analysing both designed experiments and observational studies.

ORBS 7260 Applied Time Series (3,3,0)

This course introduces sophisticated statistical techniques and models for analysing time series data.

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)

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)

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) (C)

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)

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)

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)

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 2035 Communication for Service Management (3,2,1)

Communication for service management focuses on securing, building, and maintaining a long-term relationship with customers. This course introduces the essential communication theories and principles in service management. Emphasis is placed on the interpersonal communication with customers in service management situations. Students will develop the necessary communication skills of prospecting, approaching, preparing and delivering service pitching presentation, responding to objections, obtaining commitment, negotiating, and managing a long-term business partnership with customers.

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.

ORGC 2210 Interviewing (3,2,1)

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 2220 Nonverbal Communication (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
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 small research project gives practical experience for methodically recording naturalistic observation.

ORGC 2230 Organizational Communication (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ORGC 2320 Communication Project Management (3,2,1)

The success of an organization lies in the effective, successful implementation of its strategic decisions that usually takes the form of a project in the organization. Project management is the discipline of organizing and managing resources (e.g. money, people, materials, energy, space, provisions, and communication) in such a way that the project will be completed within defined scope, quality, time and cost constraints and met the pre-set objectives. Since a project is a temporary and one-time activity undertaking in an organization's permanent system, the management of these two systems is often very different and requires varying technical skills and philosophy.

This course will provide students with a solid introduction of practice and theory of project management. Throughout the course, students will be given the opportunity to apply their project management knowledge to practical cases that are communication-related. This course serves as a capstone for those who are interested in specializing in organizational communication as a project manager, a consultant, a PR professional, or a corporate communicator. Along with other advanced courses in the ORGC curriculum, this course trains students to be future managers with a strategic thinking and the ability to manage organizational operations that meet the pre-set objectives.

ORGC 2410 Intercultural Communication (3,2,1)

The course will cover some important theories and practices which underlie the study of intercultural communication are explored. Structures and barriers developed within and between cultures as they affect the process of interpersonal communication are examined from a cross-cultural perspective.

ORGC 2630 Organizational Communication Practicum I (0,*,*)

Prerequisite: Year II standing and COMM 2310 Communication Theory (Communication Studies)

Students operate as corporation Communication office, The Young Communication Professionals. Under supervision, each student is assigned a specific position and is required to work and support various programmes. Students gain practical experience by participating in surveys, planning and execution in the activities and corporation programmes for social, industrial and media contexts.

ORGC 3000 Organizational Communication Internship (0,0,0)

Organizational Communication students are encouraged to undertake a non-graded and zero-credit professional internship during their study. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Department of Communication Studies after the internship.

ORGC 3007 Organizational Communication Training and Development (3,2,1)

Prerequisite: Completion of Year II
Employee training and development are essential to sustain success in every organization. Technological advancement and growing diversity in organizations have placed an increasing emphasis on the need for training. Practical and theoretical approaches to employee training and development in organizations will be examined. Specifically, students will learn

how to recognize training and development needs and acquire the abilities to design, develop, deliver and evaluate various training programmes. Special communication issues are emphasized.

ORGC 3008 Organizational Communication Practicum I (0,*,*)

Prerequisite: Year III standing

Students operate as corporation communication office, The Young Communication Professionals. Under supervision, each student is assigned a specific position and is required to work and support various programmes. Students gain practical experience by participating in surveys, planning and execution in the activities and corporation programmes for social, industrial and media contexts.

ORGC 3009 Organizational Communication Practicum II (0,*,*)

Prerequisite: Year III standing

Students operate as corporation Communication office, The Young Communication Professionals. Under supervision, each student is assigned a specific position and is required to work and support various programmes. Students gain practical experience by participating in surveys, planning and execution in the activities and corporation programmes for social, industrial and media contexts.

ORGC 3015 Intercultural Communication (3,2,1)

The course will cover some important theories and practices which underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

ORGC 3016 Health Communication (3,0,3)

Prerequisite: COMM 2006 Communication Theory (Communication Studies) and COMM 2007 Communication Research Method (Communication Studies)

This course provides students with an introduction of communication within and between health institutions and various agencies and how these institutions and agencies can affect health culture and people's perceptions and behaviours in health. This course will examine different forms of communication in health settings, ranging from the micro forms of interpersonal communication to the macro forms of health organizational communication.

With an overview of the public health theories, students will also learn to use different media for effective dissemination of health messages and develop public health campaigns.

ORGC 3017 Web Survey and Data Mining (3,0,3)

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

The success of an organization hinges on effective communication with stakeholders, which depends on a well-designed data warehouse for relationship management and organization-stakeholders' interactions. Data mining is an important process of transforming data for business operations. Along with web research, data mining provides systematic, scientific approaches to manage data for organizational operation and explore opportunities in the competitive business environment. This course introduces skills and techniques of data mining and web-based research in an organization setting. Applications in different organizations and business entities will be discussed.

ORGC 3025 Argumentation (3,0,3) (C)

This course stresses the abilities to analyze other people's arguments and to construct and improve one's own arguments. Basic principles of practical reasoning are introduced from both the Chinese rhetorical perspective and the Western new rhetorical (or informal logic) perspective. Students prepare argumentative speeches with emphasis on anticipating and addressing the alternative perspectives held by members of critical, well-informed audiences.

ORGC 3027 Psychology of Communication (3,2,1)

This course investigates the psychological dimensions of intrapersonal communication processes and the social psychological dimensions of interpersonal and mass communication processes.

ORGC 3036 Rhetorical Approaches to Communication (3,2,1) (C)

This course provides a historical overview of the development of rhetorical theory and practice in China, Europe and the US and its social antecedents and consequences from the classical period to the present day, with particular focus on the evolution of rhetorical concepts as they reflected and affected the social developments and intellectual histories of human beings.

ORGC 3045 Multimedia Design for Organizations (3,0,3)

Prerequisite: COMM 2006 Communication Theory (Communication Studies) and COMM 2007 Communication Research Method (Communication Studies)

The course aims at developing students' aesthetic sense and creativity on visual communication for organizations. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems for organizations. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. Web page design for organizations). Through hands-on practices, students will be capable to visualize their ideas effectively for organizational communication in the media world.

ORGC 3046 Advanced Writing for Professional Communication (3,2,1)

This course develops students' abilities to effectively craft the major types of professional documents and manage writing situations in organizational settings.

ORGC 3047 Organizational Event Planning and Management (3,2,1)

This course is designed to explore the principles and practice of developing, organizing, communicating, and delivering organizational events. Students will learn about the event management processes and skills necessary to stage a successful event. The course focuses on applying event management principles and practices in the context of organizational events, which include meetings, fundraising galas, conferences, conventions, incentives, and other corporate functions.

ORGC 3110 Organizational Communication Training and Development (3,2,1)

Prerequisite: Completion of Year II

Employee training and development are essential to sustain success in every organization. Technological advancement and growing diversity in organizations have placed an increasing emphasis on the need for training. Practical and theoretical approaches to employee training and development in organizations will be examined. Specifically, students will learn how to recognize training and development needs and acquire the abilities to design, develop, deliver and evaluate various training programmes. Special communication issues are emphasized.

ORGC 3130 Organizational Decision Making and Problem Solving (3,2,1)

Prerequisite: Completion of Year II

Problem solving is a set of activities and procedures designed to analyse a situation systematically and generate, implement and evaluate solutions. Decision making is a mechanism for exercising judgment and making choices at each step of the problem-solving process. To come up with sound solutions to problems, one must understand the judgment processes so as to avoid one's own biases. This course introduces the fundamentals of human judgment processes such as biases, errors, heuristics and rationality. Judgment and decision making are examined

in a variety of organizational contexts. Practical strategies are provided for changing and improving decision-making processes in reaching sensible and effective solutions for various problems in organizations and organizational communication.

ORGC 3140 Communication Audits (3,2,1)

Prerequisite: Completion of Year II

The success of an organization hinges on effective communication programs, which are established for various organizational goals and objectives. Communication audits provide systematic, scientific approaches to evaluating whether internal and/or external communication programmes are fulfilling what they are set out to do. Audits reveal how these programmes work and don't work. Audits benchmark best practices in organizational communication for various industry sectors. Audits build platform for improvement. This course serves as a capstone for those who are interested in specializing in organizational communication as a consultant, a PR professional, a corporate communicator or a business communication specialist.

ORGC 3150 Leadership Communication (3,2,1)

This course introduces students to leadership communication studies. Students will be exposed to many writings and ideas of leadership theorists and practitioners. Emphasis will be given to the role of communication in leader processes typified in emergence, influence and outcomes. Students will analyse the thoughts and practices of various leadership studies, theories and styles and will discuss their potential applications in modern organizations. Students will gain a broad understanding of how leadership emerges and is enacted on a daily basis through communication.

ORGC 3160 Comprehensive Management Trainee Assessment (3, 2, 1)

Prerequisite: Cumulative GPA3.0 or above

This course introduces students to various types of management trainee programs. Lectures cover basic and advanced concepts in assessment theory and research. Students participate in simulated aptitude tests assessing personality traits, analytical reasoning, and quantitative skills, experience simulated group interviews and one-on-one interviews. Students become familiar with management trainee selection process, develop confidence, and enhance career aspirations. The tangible outcome is the majority of the enrollees applying management trainee positions and make successful careers in management in the communication industry sector and other sectors as well.

ORGC 3220 Health Communication (3,0,3)

Pre-requisites: COMM2310 Communication Theory (Communication Studies) COMM2320 Communication Research Method (Communication Studies)

This course provides students with an introduction of communication within and between health institutions and various agencies and how these institutions and agencies can affect health culture and people's perceptions and behaviours in health. This course will examine different forms of communication in health settings, ranging from the micro forms of interpersonal communication to the macro forms of health organizational communication.

With an overview of the public health theories, students will also learn to use different media for effective dissemination of health messages and develop public health campaigns.

ORGC 3230 Current Topics in Organizational Communication (3,0,3)

Prerequisite: COMM 2310 Communication Theory (Communication Studies) and COMM 2320 Communication Research Method (Communication Studies)

An in-depth study of a current topic of communication research and/or practice is provided. Topics are chosen and announced a semester in advance from among the following or

others as approved by the Communication Studies Programme Option Subcommittee: Communication Policy in Asia, Communication Policy in China, Family Communication, Gender Communication, Marxist-Leninist-Maoist Criticism and Communication, Media Effects, Political Communication, Semiotic Analysis, Semantics, or Telecommunications Policy.

ORGC 3240 Argumentation (3,0,3)

This course stresses the abilities to analyse other people's arguments and to construct and improve one's own arguments. Basic principles of practical reasoning are introduced from both the Chinese rhetorical perspective and the Western new rhetorical (or informal logic) perspective. Students prepare argumentative speeches with emphasis on anticipating and addressing the alternative perspectives held by members of critical, well-informed audiences.

ORGC 3250 Qualitative Research in Communication (3,2,1)

Prerequisite: COMM 2320 Communication Research (Communication Studies)

This course introduces the most widely used qualitative methods employed in the communication arts and sciences, building upon the general introduction to the research process and qualitative methods provided in COMM 2320 Communication Research. Students will learn how to formulate qualitatively appropriate research questions, how to collect, interpret and report qualitatively generated data, and how to prepare a formal proposal.

ORGC 3440 Advanced Empirical Research (3,2,1)

Prerequisite: COMM 2320 Communication Research Method (Communication Studies)

This course provides in-depth coverage of some of the most frequently used research designs and statistical analyses in communication research. Students will examine the underlying assumptions and rationale for various designs such as survey, experiment, and content analysis. They will learn to use appropriate statistics to test hypotheses and answer research questions via hands-on practices in SPSS programming, reading the outputs, and reporting results in tables and figures. Topics for statistics include correlation, regression, ANOVA, repeated measures of ANOVA, factor analysis, path analysis, and structural equation models. Criteria for evaluating academic research studies using these designs will be discussed. This course is especially helpful to students who opt to conduct research honors projects.

ORGC 3460 Advanced Writing for Professional Communication (3,2,1)

This course develops students' abilities to effectively craft the major types of professional documents and manage writing situations in organizational settings.

ORGC 3480 Psychology of Communication (3,2,1)

This course investigates the psychological dimensions of intrapersonal and interpersonal communication processes and the social psychological dimensions of interpersonal and mass communication.

ORGC 3490 Rhetorical Approaches to Communication (3,2,1)

This course provides a historical overview of the development of rhetorical theory and practice in China, Europe and the United States and its social antecedents and consequences from the classical period to the present day, with particular focus on the evolution of rhetorical concepts as they reflected and affected the social developments and intellectual histories of human beings.

ORGC 3590 Organizational Communication Honours Project (3,*,*)

Prerequisite: COMM 2310 Communication Theory (COMS) and COMM 2320 Communication Research

Method (COMS), and students have successfully completed Year II

The student will engage in independent research for one semester. Under the guidance of an adviser, students generate a research idea, contextualize it within the literature of ongoing research, find and analyse research materials, and cogently present the work in a well-documented research report. The student selects a topic for the dissertation under the guidance of the adviser. During the final semester, the student meets periodically with the adviser.

ORGC 3620 Conflict and Negotiation (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
This course examines various theoretical approaches to negotiation and conflict management. The "Western" and "Eastern" negotiation styles will be compared and contrasted. Students will be involved in various simulated intercultural negotiation situations.

ORGC 3640 Organizational Communication Practicum II (0,*,*)

Prerequisite: Completion of ORGC Year II

Students operate as corporation Communication office, The Young Communicator. Under supervision, each student is assigned a specific position and is required to work and support various programmes. Students gain practical experience by participating in surveys, planning and execution in the activities and corporation programmes for social, industrial and media contexts.

ORGC 4005 Leadership Communication (3,2,1)

This course introduces students to leadership communication studies. Students will be exposed to many writings and ideas of leadership theorists and practitioners. Emphasis will be given to the role of communication in leadership processes typified in emergence, influence, and outcomes. Students will analyse the thoughts and practices of various leadership studies, theories, and styles and will discuss their potential applications in modern organizations. Students will gain a broad understanding of how leadership emerges and is enacted on a daily basis through communication.

ORGC 4007 Organizational Communication Internship (0,0,0)

Organizational Communication students are encouraged to undertake a non-graded and zero-credit professional internship during their study. The internship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Communication Studies Department after the internship.

ORGC 4025 Communication Audits (3,2,1)

Prerequisite: Completion of Year III

The success of an organization hinges on effective communication programmes, which are established for various organizational goals and objectives. Communication audits provide systematic, scientific approaches to evaluating whether internal and/or external communication programmes are fulfilling what they are set out to do. Audits reveal how these programmes work and don't work. Audits benchmark best practices in organizational communication for various industry sectors. Audits build platform for improvement. This course serves as a capstone for those who are interested in specializing in organizational communication as a consultant, a PR professional, a corporate communicator or a business communication specialist.

ORGC 4026 Conflict and Negotiation (3,2,1)

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

This course examines various theoretical approaches to negotiation and conflict management. The "Western" and

Eastern” negotiation styles will be compared and contrasted. Students will be involved in various simulated intercultural negotiation situations.

ORGC 4027 Current Topics in Organizational Communication (3,0,3)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective, COMM 2006 Communication Theory (Communication Studies) and COMM 2007 Communication Research Method (Communication Studies)

An in-depth study of a current topic of organizational communication research and/or practice is provided. Topics vary according to the expertise of the proposed instructor.

ORGC 4036 Organizational Decision Making and Problem Solving (3,2,1)

Prerequisite: Completion of Year III

Problem solving is a set of activities and procedures designed to analyse a situation systematically and generate, implement, and evaluate solutions. Decision making is a mechanism for exercising judgment and making choices at each step of the problem-solving process. To come up with sound solutions to problems, one must understand the judgment processes so as to avoid one's own biases. This course introduces the fundamentals of human judgment processes such as biases, errors, heuristics and rationality. Judgment and decision making are examined in a variety of organizational contexts. Practical strategies are provided for changing and improving decision-making processes in reaching sensible and effective solutions for various problems in organizations and organizational communication.

ORGC 4037 Comprehensive Management Trainee Assessment (3,2,1)

Prerequisite: Cumulative GPA3.0

This course introduces students to various types of management trainee programs. Lectures cover basic and advanced concepts in assessment theory and research. Students participate in simulated aptitude tests assessing personality traits, analytical reasoning, and quantitative skills, experience simulated group interviews and one-on-one interviews. Students become familiar with management trainee selection process, develop confidence, and enhance career aspirations. The tangible outcome is the majority of the enrollees applying management trainee positions and make successful careers in management in the communication industry sector and other sectors as well.

ORGC 4045 Advanced Communication Research (3,0,3)

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course prepares students for conducting communication research by developing their problem-solving and research skills through practical exercises in research design, implementation, analysis, and reporting. It focuses on hands-on experience of applying appropriate research techniques and methodologies in the process of data sampling, collection, and interpretation. This course is especially helpful for students who opt to conduct research honours projects and for those who plan to embark on a postgraduate research degree or research career in the industry.

ORGC 4046 Communication Entrepreneurship (3,0,3)

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

It is often not the quality of the idea, but the ability to develop and communicate a compelling vision that makes the difference between a successful entrepreneurial venture and an initial failure. This course introduces students to entrepreneurial theories, processes, and practices, with a particular focus on entrepreneurship in the media and communication context. Students will learn about initiating, communicating, and financing entrepreneurial ventures in an existing or new enterprise, and then apply the concepts learnt to their own ideas.

ORGC 4895 Organizational Communication Honours Project (3,*,*)

Prerequisite: COMM 2006 Communication Theory (Communication Studies), COMM 2007 Communication Research Method (Communication Studies) and successful completion of Year III

This course engages the student in independent research. Under the guidance of an adviser, students generate a research idea, contextualize it within the literature of on-going research, find and analyze research materials, and cogently present the work in a well-documented research report. The student selects a topic for the project in the first semester of Year IV. During the second semester of Year IV the student meets periodically with the adviser. Meetings are held at intervals during the semester to permit students to exchange information as well as to discuss progress and difficulties.

PCM 3180 Advances in Modern Research of Chinese Materia Medica (3,3,0) (P)

學習和瞭解用現代科技手段和方法研究天然藥物（含中藥）的進展和動態。

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

PCM 3190 Supervised Practicum II (5,*,*)

The 15 weeks subject is divided in three parts: Supervised Practicum I (PCM1060: 2 weeks); Supervised Practicum II (PCM3190: 12 weeks); Supervised Practicum III (PCM3200: 4 site visits). Supervised Practicum I will be carried out in the summer after the first academic year, Supervised Practicum II in the summer after the third academic year, and Supervised Practicum III in the fourth academic year. It aims to have the students, under tutorial guidance, review and practice the knowledge obtained from the precious studies, and further establish professional skills for future work. The subject covers the knowledge of pharmaceutical botany, authentication and processing of Chinese materia medica, and quality control and assurance of pharmaceuticals of Chinese materia medica. The practicum will be conducted in the formats of hands-on work and site visits. It will be arranged at a botanical garden, pharmaceutical companies, hospitals and clinics of Chinese medicines, and institutions of Chinese medicines. This subject is an important social practice for the students before working in their position; it is also an important part in training of Chinese medicines professionals. The subject provides training for the students in their logical thinking, working independence and scientific research ability.

PCM 3200 Supervised Practicum III (1,*,*)

The 15 weeks subject is divided in three parts: Supervised Practicum I (PCM1060: 2 weeks); Supervised Practicum II (PCM3190: 12 weeks); Supervised Practicum III (PCM3200: 4 site visits). Supervised Practicum I will be carried out in the summer after the first academic year, Supervised Practicum II in the summer after the third academic year, and Supervised Practicum III in the fourth academic year. It aims to have the students, under tutorial guidance, review and practice the knowledge obtained from the precious studies, and further establish professional skills for future work. The subject covers the knowledge of pharmaceutical botany, authentication and processing of Chinese materia medica, and quality control and assurance of pharmaceuticals of Chinese materia medica. The practicum will be conducted in the formats of hands-on work and site visits. It will be arranged at a botanical garden, pharmaceutical companies, hospitals and clinics of Chinese medicines, and institutions of Chinese medicines. This subject is an important social practice for the students before working in their position; it is also an important part in training of Chinese medicines professionals. The subject provides training for the students in their logical thinking, working independence and scientific research ability.