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 honours projects.

ORGC 4025 Communication Audits (3,2,1) (tbc) 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) (tbc) Prerequisite: COMM 1005 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 4027 Current Topics in Organizational (3,0,3) (tbc) Communication

Prerequisite: 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.

ORGC 4035 Issues in Organizational (3,1,2) (tbc) Communication

Prerequisite: Senior standing

The course will survey problems, issues, or controversies in communication in selected practical contexts and explore the applied aspect of communication concepts. Through readings and projects, students are to learn about communicative solutions to practical problems in a variety of contexts.

ORGC 4036 Organizational Decision Making (3,2,1) (tbc) and Problem Solving 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 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 4895 Organizational Communication (3,*,*) (tbc) Honours Project

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 two advisers, 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 under the guidance of the chief adviser. During the second semester of Year IV the student meets periodically with the chief adviser, and seeks advice from the second advisor. Meetings are held at intervals during the semester to permit students to exchange information as well as to discuss progress and difficulties.

РСМ	1000	藥用動植物學(一)	(3,3,0) (P)
		Medicinal Botany and Zoology I	
РСМ	1050	藥用動植物學(二)	(2,2,0) (P)
		Medicinal Botany and Zoology II	

學習藥用動植物形態學、解剖學和分類學以及藥用植物資源調查 等內容。此課程為生藥學課程奠定基礎,指導學生正確識別藥用 基源。

To study the morphology, anatomy and taxonomy of medicinal plants and animals and the sources investigation of medicinal plants. The knowledge as a whole forms a fundamental basis of pharmacognosy and provides students with a proper identification of medicinal sources.

РСМ	1010	藥用動植物學實驗(一)	(1,0,3) (P)
		Medicinal Botany and Zoology-	–Laboratory I
РСМ	1030	藥用動植物學實驗(二)	(1,0,3) (P)
		Medicinal Botany and Zoology-	–Laboratory II
並んむ		1000 藤田動枯物與() 及り	CM 1050 磁田

兼修科目: PCM 1000 藥用動植物學(一)及 PCM 1050 藥用 動植物學(二)

藥用動植物實驗課旨在提供與藥用動植物相關的實驗培訓,培養 學生運用動植物解剖知識及實驗技能從事相關的實驗。

Co-requisite: PCM 1000 Medicinal Botany and Zoology I and PCM 1050 Medicinal Botany and Zoology II

The students are to be equipped with experimental expertise related to pharmaceutical botany and zoology.

РСМ	1040	中醫診斷學	(2,2,0) (P)
		Diagnostics of Chinese Medicine	

本科目旨在介紹如何學習中醫診斷理論,掌握診斷疾病的技術。 此課程將為學習中醫臨床各科奠定基礎,並提供在臨床實踐中的 工作能力。

This course will introduce the basic theories of Chinese medicine diagnostics, and to master the skills of diagnosing diseases. This course will establish basis for learning clinical courses and provide preparation for the clinical practice.

РСМ	2000	中藥化學	(5,5,0) (P)
		Phytochemistry	

先修科目: CHEM 1510 Chemistry for Life Science 及 CHEM 2510 Chemical Analysis

學習中草藥中各類化學成分的概念、化學結構、理化性質、生物 合成以及它們的提取、分離和結構解析的基本理論和方法。

Prerequisite: CHEM 1510 Chemistry for Life Science and CHEM 2510 Chemical Analysis

To study the concepts, chemical structures, physico-chemical properties and biosynthesis of various types of chemical constituents in Chinese materia medica, and basic theories and methods for their extraction, separation and structural elucidation.

PCM 2010 中藥化學實驗 (1,0,3) (P) Phytochemistry—Laboratory

兼修科目: PCM 2000 中藥化學

指導學生對中藥有效成分進行提取、分離、檢識,為從事中藥劑 型改革、質量控制和研究新藥等奠定必要的基礎。實驗內容主要 包括中藥有效成分的提取、分離、檢識。

Co-requisite: PCM 2000 Phytochemistry

This course aims to equip the students with the experimental expertise of extraction, isolation, identification of active principles from Chinese medicines, to lay necessary foundation for dosage form innovation, quality control and development of new drugs. It includes extraction, isolation and identification of active principles from Chinese medicines.

PCM 2020 方劑學 (4,4,0) (P) Chinese Medicinal Formulae

本科目旨在學習中醫方劑的組成原則和各自的適用範圍。此課程 能夠提供有關中醫方劑的基本知識和常用方劑,指導學生掌握在 臨床實踐中經常使用的方劑。

This course is to study the basic theories of Chinese materia medica. To understand the properties and application of different drugs. This course helps students to grasp the knowledge of how to use Chinese materia medica in clinical practice and scientific research.

PCM 2060 藥學拉丁語 (1,1,0) (P) Pharmaceutical Latin

拉丁語是國際通用的學術用語,在醫藥學和生物學領域中應用相 當廣泛。本課程的開設旨在使中藥專業的學生掌握好拉丁語的基 礎發音和語法、各類藥物以及動植物和中藥材的命名規則、處方 的寫法以及有關的術語辭彙,從而達到順利認讀和理解動植物學 名和生藥名、各類藥物名以及處方的目的。

The Latin is a tool language used for academic terminology in the medicine and biology. Setup of this course aims in helping the students with Chinese medicine specialty to control the basic pronunciation and phrasing of Latin, the rules of nomenclature in medicaments, plants, animals, crude drugs and the structure of the prescription, etc.

PCM 2610 中醫食療與保健 (3,3,0) (P) Health Care in Chinese Medicine

介紹中醫食療的基本知識,中醫營養學的特點、內容和臨床應 用。第二部分則系統地介紹中醫學有關養生保健的理論和方法。 This course covers the basic concepts of nutriology, the characteristics and content of nutriology in Chinese medicine, as well as the application in clinics. The second part of the course introduces the theory and method in Chinese medicine health maintenance.

PCM 2620 中藥資源學 (3,3,0) (P) Resources of Medicinal Plants

本課程的開設旨在使中藥專業的學生掌握我國中藥資源的分佈 概況、道地藥材資源以及相關的中藥材規範化生產、中藥資源的 開發利用、中藥資源的保護與可持續發展、中藥資源的調查研究 方法等方面的專業知識。

The setup of this course aims in helping the students with Chinese medicine specialty to study and control the distribution of traditional Chinese herbs, geo-herbal drugs and knowledge about Good Agriculture Practice (GAP), available exploitation and utilization of Chinese Medicinal Materials (CMM) resources, protection and sustainable utilization of CMM resources, etc.

PCM 2630 中藥市場與國際貿易 (3,3,0) (tbc) Marketing of Chinese Medicines and Legal Aspects of International Business

本科目旨在使學生了解中藥市場與國際貿易常識,以利在未來參與香港中藥貿易方面發揮作用。有關國際投資常識、有關政策、進出口法規、知識產權等在此科目中將予以介紹。

This course will provide students with an understanding of marketing of Chinese medicines, which would be useful in enhancing Hong Kong's role as an exporter of Chinese medicines or to enhance over-the-counter sales. The knowledge of regulation of international investment, inward and outward foreign investment, immigration law, intellectual property, etc will be introduced in this course.

PCM 3000 藥理學與毒理學 (4,4,0)(E) Pharmacology and Toxicology

介紹藥物作用原理與概念以及臨床用藥的科學根據,培養學生正 確合理的用藥方法的原則,並介紹中藥、西藥的不同範疇,讓學 生了解並掌握中藥、西藥相互作用的利弊。

The course aims to provide an introduction to the principles and concept of drug actions, explain the scientific basis for the therapeutic uses of drugs, cultivate a critical and rational approach towards the use of drugs, introduce the different aspects of orthodox drugs and Chinese medicinal (CM) products, be aware of and understand the beneficial and harmful interactions between CM products and orthodox drugs.

PCM 3010 藥理學與毒理學實驗 (1,0,3) (E) Pharmacology and Toxicology—Laboratory

兼修科目: PCM 3000 藥理學與毒理學 本課程旨在讓學生通過實際操作掌握分析藥理問題的方法。除了 進行實驗分析外,亦會引用電腦模擬系統進行教學。

Co-requisite: PCM 3000 Pharmacology and Toxicology

The objective is to allow students to gain hands-on experience in analysing specific pharmacological problems. In addition to performing laboratory analysis, computer-assisted learning will also be used.

PCM 3020 中藥藥劑學 (5,5,0) (P) Pharmaceutics of Chinese Materia Medica

先修科目: CMED 2170 中藥學及 PCM 2000 中藥化學 學習中藥藥劑的基本理論和知識,訓練中藥藥劑的基本技能,介 紹現代製藥工程學中的有關內容。

Prerequisite: CMED 2170 Chinese Materia Medica and PCM 2000 Phytochemistry

To study the theory and knowledge of pharmaceutics of Chinese materia medica, to train students the basic pharmaceutical techniques and to introduce modern pharmaceutical engineering technology.

PCM 3030 中藥藥劑學實驗 (1,0,3) (P) Pharmaceutics of Chinese Materia Medica— Laboratory

兼修科目: PCM 3020 中藥藥劑學

中藥藥劑學實驗課旨在提供中藥藥劑的製備與相關的實驗技能 的培訓。實驗內容主要包括中藥各種劑型的製備及其質量檢查、 藥劑的穩定性試驗、藥物溶出度的測定。

Co-requisite: PCM 3020 Pharmaceutics of Chinese Materia Medica

It aims to provide the training of the preparation of Chinese medicines and the experimental expertise related. It includes the preparation of different dosage forms of Chinese medicines and the quality control, test of stability, and determination of dissolution of drugs.

PCM 3070 中藥鑑定學 (4,4,0) (P) Authentication of Chinese Materia Medica

先修科目: PCM 1000 藥用動植物學(一)、PCM 1050 藥用 動植物學(二)及 PCM 2000 中藥化學

- 學習常用生藥的歷史、基源、原植(動)物形態、採製、產銷、
- 活性成分、鑑定特徵、品質標誌、藥理作用和功效等內容。 Prerequisite: PCM 1000 Medicinal Botany and Zoology I, PCM
 - 1050 Medicinal Botany and Zoology II and PCM 2000 Phytochemistry

To study the history, origin, morphology, collection, processing, production and marketing, active principles, characteristics for identification, quality, pharmacological action and efficiency of common crude drugs.

PCM 3080 中藥鑑定學實驗 (1,0,3) (P) Authentication of Chinese Materia Medica— Laboratory

兼修科目: PCM 3070 中藥鑑定學

中藥鑑定實驗課旨在提供鑑定中藥真偽優劣的實驗培訓,培養學 生基源鑑定、性狀鑑定、顯微鑑定、理化鑑定的技能,從事相關 的實驗。實驗內容主要包括中藥標本及有關原植物標本的觀察、 顯微鑑定及理化鑑定。

Co-requisite: PCM 3070 Authentication of Chinese Materia Medica

To provide the training of identification of discrimination of Chinese materia medica between genuine and fake, good and bad through experiments from the aspects of source, morphology, microscopy and means of physics and chemistry. It includes the observation of specimens of Chinese materia medica and their source plants, identification through microscopy and by means of physics and chemistry.