

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) (E)

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) (E)

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) (E)

The most 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, 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 3005 Communication Project Management (3,2,1)

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ORGC 3006 Persuasion and Social Influence (3,2,1)

Prerequisite: COMM 1005 Introduction to Communication

With 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 the Western world.

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

Prerequisite: Completion of Year II

Employee training and development is essential to sustain success in every organization. Increases in technology and diversity in organizations, as well as other factors, have placed increasing emphasis on the need for training. Practical and theoretical approaches to employee training and development in organizations will be examined in this course. Specifically, it will show students how to recognize when training and development are needed and enhance their ability to design, develop, deliver and evaluate different kinds of training programmes. Special communication issues related to training programme content will also be discussed.

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.