

ORGC 4015 Advanced Empirical Research Methods (3,2,1)

Prerequisite: COMM 2007 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 honours projects.

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: 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 Communication (3,0,3)

Prerequisite: COMM 2005 Introduction to Communication, 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 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 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 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.

PCM 1060 Supervised Practicum I (2,*,*)

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

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

Teaching of this subject will be undertaken on the basis of medicinal botany, biochemistry and organic chemistry along with the teaching biological activities of the chemical components of CMM and resource utilization. Students are required to grasp the basic theories and skills for studying the chemical types, physico-chemical properties, extraction, isolation and analysis of the active components of CMM; to understand the systematic detection of single herb and the methods for structural identification of the active components. These will lay foundation for CMM formulation, quality control and new drug development.

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

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

Teaching of this subject will be undertaken on the basis of medicinal botany, biochemistry and organic chemistry along with the teaching biological activities of the chemical components of CMM and resource utilization. Students are required to grasp the basic theories and skills for studying the chemical types, physico-