

**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) (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, 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 3005 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 3006 Persuasion and Social Influence (3,2,1) (E)**

**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) (E)**

**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) (E)**

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)**

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) (E)**

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

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

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) (E)**

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) (E)**

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.