

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.