

ORGC 4005 Leadership Communication (3,2,1)

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 leadership 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.

ORGC 4006 Advanced Qualitative Research in Communication (3,2,1)

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course introduces the most widely used qualitative methods employed in the communication arts and sciences, building upon the general introduction to the research process and quantitative methods provided in COMM 2320. Students will learn how to formulate appropriate research questions, how to collect, interpret and report qualitatively generated data, and how to prepare a qualitative research proposal.

ORGC 4007 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 Communication Studies Department after the internship.

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. Topics vary according to the expertise of the proposed instructor.

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 4037 Comprehensive Management Trainee Assessment (3, 2, 1) (E)

Prerequisite: ORGC Major GPA3.0* or Cumulative GPA3.0

*ORGC Major GPA refers to the cumulative GPA of all courses with the ORGC subject code and ORGC major has taken

This course introduces students to various types of management trainee programs. Lectures cover basic and advanced concepts in assessment theory and research. Students participate in simulated aptitude tests assessing personality traits, analytical reasoning, and quantitative skills, experience simulated group interviews and one-on-one interviews. Students become familiar with management trainee selection process, develop confidence, and enhance career aspirations. The tangible outcome is the majority of the enrollees applying management trainee positions and make successful careers in management in the communication industry sector and other sectors as well.

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 an adviser, 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. During the second semester of Year IV the student meets periodically with the adviser. Meetings are held at intervals during the semester to permit students to exchange information as well as to discuss progress and difficulties.

**PCM 2000 中藥化學 (5,5,0)
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