

ORGC 2230 Organizational Communication (3,2,1)

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)

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)

The course will cover some 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 (0,*,*)
Practicum I**

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 (0,0,0)
Internship**

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

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 (0,*,*)
Practicum I**

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 (0,*,*)
Practicum II**

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.

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) (C)

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.