

others as approved by the Communication Studies Programme Option Subcommittee: Communication Policy in Asia, Communication Policy in China, Family Communication, Gender Communication, Marxist-Leninist-Maoist Criticism and Communication, Media Effects, Political Communication, Semiotic Analysis, Semantics, or Telecommunications Policy.

ORGC 3240 Argumentation (3,0,3)

This course stresses the abilities to analyse 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 3250 Qualitative Research in Communication (3,2,1)

Prerequisite: COMM 2320 Communication Research (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 qualitative methods provided in COMM 2320 Communication Research. Students will learn how to formulate qualitatively appropriate research questions, how to collect, interpret and report qualitatively generated data, and how to prepare a formal proposal.

ORGC 3440 Advanced Empirical Research (3,2,1)

Prerequisite: COMM 2320 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 honors projects.

ORGC 3460 Advanced Writing for Professional Communication (3,2,1)

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

ORGC 3480 Psychology of Communication (3,2,1)

This course investigates the psychological dimensions of intrapersonal and interpersonal communication processes and the social psychological dimensions of interpersonal and mass communication.

ORGC 3490 Rhetorical Approaches to Communication (3,2,1)

This course provides a historical overview of the development of rhetorical theory and practice in China, Europe and the United States 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 3590 Organizational Communication Honours Project (3,*,*)

Prerequisite: COMM 2310 Communication Theory (COMS) and COMM 2320 Communication Research

Method (COMS), and students have successfully completed Year II

The student will engage in independent research for one semester. Under the guidance of an adviser, students generate a research idea, contextualize it within the literature of ongoing research, find and analyse research materials, and cogently present the work in a well-documented research report. The student selects a topic for the dissertation under the guidance of the adviser. During the final semester, the student meets periodically with the adviser.

ORGC 3620 Conflict and Negotiation (3,2,1)

Prerequisite: COMM 1160 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 3640 Organizational Communication Practicum II (0,*,*)

Prerequisite: Completion of ORGC Year II

Students operate as corporation Communication office, The Young Communicator. 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 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 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 third and fourth 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 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: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

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: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective, 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)

Prerequisite: Cumulative GPA 3.0

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 4045 Advanced Communication Research (3,0,3)

Prerequisite: COMM 2007 Communication Research Method (Communication Studies)

This course prepares students for conducting communication research by developing their problem-solving and research skills through practical exercises in research design, implementation, analysis, and reporting. It focuses on hands-on experience of applying appropriate research techniques and methodologies in the process of data sampling, collection, and interpretation. This course is especially helpful for students who opt to conduct research honours projects and for those who plan to embark on a postgraduate research degree or research career in the industry.

ORGC 4046 Communication Entrepreneurship (3,0,3)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA and ORGC Perspective

It is often not the quality of the idea, but the ability to develop and communicate a compelling vision that makes the difference between a successful entrepreneurial venture and an initial failure. This course introduces students to entrepreneurial theories, processes, and practices, with a particular focus on entrepreneurship in the media and communication context. Students will learn about initiating, communicating, and financing entrepreneurial ventures in an existing or new enterprise, and then apply the concepts learnt to their own ideas.

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 3180 Advances in Modern Research of Chinese Materia Medica (3,3,0) (P)

學習和瞭解用現代科技手段和方法研究天然藥物（含中藥）的進展和動態。

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

PCM 3190 Supervised Practicum II (5,*,*)

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 pharmaceuticals 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 3200 Supervised Practicum III (1,*,*)

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 pharmaceuticals 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.