

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 GPA3.0

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.