

ORGC 3110 Organizational Communication Training and Development (3,2,1)

Prerequisites: 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)

Prerequisites: 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)

Prerequisites: 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)

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.

ORGC 3230 Current Topics in Organizational Communication (3,0,3)

Prerequisites: COMM 2310 Communication Theory (Communication Studies) and COMM 2320 Communication Research Method (Communication Studies)

An in-depth study of a current topic of communication research and/or practice is provided. Topics are chosen and announced a semester in advance from among the following or 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 3310 Issues in Organizational Communication (3,1,2)

Prerequisite: Senior standing

This is a capstone course. It provides the opportunity to integrate knowledge about communication and apply it to a project culminating in a senior paper. The course will survey problems, issues or controversies in communication in selected practical contexts and explore the applied aspect of communication concepts. Through readings and projects, students are to learn about communicative solutions to practical problems in a variety of contexts.

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 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 chief adviser. During the final semester, the student meets periodically with the chief 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.

PCM 1000 藥用動植物學 (一) (3,3,0)
Medicinal Botany and Zoology I

PCM 1050 藥用動植物學 (二) (2,2,0)
Medicinal Botany and Zoology II

學習藥用動植物形態學、解剖學和分類學以及藥用植物資源調查等內容。此課程為生藥學課程奠定基礎，指導學生正確識別藥用基源。

To study the morphology, anatomy and taxonomy of medicinal plants and animals and the sources investigation of medicinal plants. The knowledge as a whole forms a fundamental basis of pharmacognosy and provides students with a proper identification of medicinal sources.

PCM 1010 藥用動植物學實驗 (一) (1,0,3)
Medicinal Botany and Zoology—Laboratory I

PCM 1030 藥用動植物學實驗 (二) (1,0,3)
Medicinal Botany and Zoology—Laboratory II

兼修科目：PCM 1000 藥用動植物學 (一) 及 PCM 1050 藥用動植物學 (二)

藥用動植物實驗課旨在提供與藥用動植物相關的實驗培訓，培養學生運用動植物解剖知識及實驗技能從事相關的實驗。

Co-requisites: PCM 1000 Medicinal Botany and Zoology I and PCM 1050 Medicinal Botany and Zoology II

The students are to be equipped with experimental expertise related to pharmaceutical botany and zoology.

PCM 1040 中醫診斷學 (2,2,0)
Diagnostics of Chinese Medicine

本科目旨在介紹如何學習中醫診斷理論，掌握診斷疾病的技術。此課程將為學習中醫臨床各科奠定基礎，並提供在臨床實踐中的工作能力。

This course will introduce the basic theories of Chinese medicine diagnostics, and to master the skills of diagnosing diseases. This course will establish basis for learning clinical courses and provide preparation for the clinical practice.

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、生物合成以及它們的提取、分離和結構解析的基本理論和方法。

Prerequisites: CHEM 1510 Chemistry for Life Science and CHEM 2510 Chemical Analysis

To study the concepts, chemical structures, physico-chemical properties and biosynthesis of various types of chemical constituents in Chinese materia medica, and basic theories and methods for their extraction, separation and structural elucidation.

PCM 2010 中藥化學實驗 (1,0,3)
Phytochemistry—Laboratory

兼修科目：PCM 2000 中藥化學

指導學生對中藥有效成分進行提取、分離、檢識，為從事中藥劑型改革、質量控制和研究新藥等奠定必要的基礎。實驗內容主要包括中藥有效成分的提取、分離、檢識。

Co-requisite: PCM 2000 Phytochemistry

This course aims to equip the students with the experimental expertise of extraction, isolation, identification of active principles from Chinese medicines, to lay necessary foundation for dosage form innovation, quality control and development of new drugs. It includes extraction, isolation and identification of active principles from Chinese medicines.

PCM 2020 方劑學 (4,4,0)
Chinese Medicinal Formulas

本科目旨在學習中醫方劑的組成原則和各自的適用範圍。此課程能夠提供有關中醫方劑的基本知識和常用方劑，指導學生掌握在臨床實踐中經常使用的方劑。

This course is to study the basic theories of Chinese materia medica. To understand the properties and application of different drugs. This course helps students to grasp the knowledge of how to use Chinese materia medica in clinical practice and scientific research.

PCM 2060 藥學拉丁語 (1,1,0)
Pharmaceutical Latin

拉丁語是國際通用的學術用語，在醫藥學和生物學領域中應用相當廣泛。本課程的開設旨在使中藥專業的學生掌握好拉丁語的基礎發音和語法、各類藥物以及動植物和中藥材的命名規則、處方的寫法以及有關的術語辭彙，從而達到順利認讀和理解動植物學名和生藥名、各類藥物名以及處方的目的。

The Latin is a tool language used for academic terminology in the medicine and biology. Setup of this course aims in helping the students with Chinese medicine specialty to control the basic pronunciation and phrasing of Latin, the rules of nomenclature in medicaments, plants, animals, crude drugs and the structure of the prescription, etc.

PCM 2610 中醫食療與保健 (3,3,0)
Health Care in Chinese Medicine

介紹中醫食療的基本知識，中醫營養學的特點、內容和臨床應用。第二部分則系統地介紹中醫學有關養生保健的理論和方法。This course covers the basic concepts of nutriology, the characteristics and content of nutriology in Chinese medicine, as well as the application in clinics. The second part of the course introduces the theory and method in Chinese medicine health maintenance.

PCM 2620 中藥資源學 (3,3,0)
Resources of Medicinal Plants

本課程的開設旨在使中藥專業的學生掌握我國中藥資源的分佈概況、道地藥材資源以及相關的中藥材規範化生產、中藥資源的開發利用、中藥資源的保護與可持續發展、中藥資源的調查研究方法等方面的專業知識。

The setup of this course aims in helping the students with Chinese medicine specialty to study and control the distribution of traditional Chinese herbs, geo-herbal drugs and knowledge about Good Agriculture Practice (GAP), available exploitation and utilization of Chinese Medicinal Materials (CMM) resources, protection and sustainable utilization of CMM resources, etc.

PCM 2630 中藥市場與國際貿易 (3,3,0)
Marketing of Chinese Medicines and Legal Aspects of International Business

本科目旨在使學生了解中藥市場與國際貿易常識，以利用在未來參與香港中藥貿易方面發揮作用。有關國際投資常識、有關政策、進出口法規、知識產權等在此科目中將予以介紹。