

**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