



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



傳理與影視學院  
School of Communication and Film

Bachelor of Communication (Hons)  
(Journalism and Digital Media/  
Public Relation and Advertising) (JS2310)

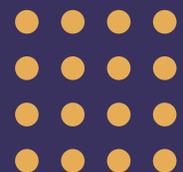
# Organisational Communication Concentration

*A Pathway to Digitally Savvy  
Internal Communication Professionals*

# VISION OF THE *ORGANISATIONAL COMMUNICATION (ORGC)* CONCENTRATION CURRICULUM



Pioneered in Asia Pacific, we are the first academic programme dedicated to the education in organisational communication. HKBU's ORGC Concentration aspires to cultivate a new generation of internal communication professionals adept at leveraging digital technology for transforming communication to boost organisational performance and competitiveness.





## **ORGC Curriculum: Arming Future Internal Communicators With Digital Technology**

Vigorous internal communication benefits profit-making and non-profit-making organisations of all sizes. It motivates all kinds of internal stakeholders to commit to organisational goals, increasing an individual's productivity for and job satisfaction and identification to the organisation. This inspired passion turns employees into ambassadors for the organisation's brand, leading to higher returns and profits for the organisation. Crucial to these achievements partly rest on how to

harness the digital technology for internal communication. That is why ORGC prioritises the acquisition of digital skills in its curriculum. Students will keep abreast of technology and learn to use big data analytics, people analytics, data visualisation, programming, and algorithm and artificial intelligence (AI) for internal communication. They will become agile internal communicators to proactively reshape internal stakeholders' relations at work and to effectively fulfil organisational goals.

# SCOPE OF WORK WITHIN INTERNAL COMMUNICATION

To propel organisational productivity and growth, internal communication seeks 'to enable people at work to feel informed, connected, and purposeful'<sup>1</sup> by working on a number of areas:



<sup>1</sup> Institute of Internal Communication (IoIC). (2020). IoIC Profession Map. Retrieved from [https://www.ioic.org.uk/files/Profession\\_Map\\_brochure\\_2020.pdf](https://www.ioic.org.uk/files/Profession_Map_brochure_2020.pdf)

# PROGRAMME FEATURES

## *BECOMING HEX-ATHLETES IN COMMUNICATION*

ORGC programme nurtures our students to become digitally savvy internal communication professionals who can fulfill **6** functional roles at the workplace:





Our featured digital communication skills module prepares students to be

- 1. Problem-solvers** who are adept at people analytics, digital media analytics, data analytics, and computational thinking;
- 2. Visual communicators** who are strong in data-driven storytelling and data visualisation; and
- 3. Communication transformers** who are innovative in applying AI technologies to reshape communication practices to engage internal and external stakeholders.

**Course Highlights:**

Data Analytics and Visualisation for Corporate Communication,  
Algorithm and Communication,  
Programming for Digital Communication,  
Social Media Content Management



Consistent with the profession map<sup>1</sup> set by the Institute of Internal Communication, our programme provides comprehensive knowledge for students to be

**4. Internal communication talents** who are highly capable in strategic planning and execution to drive organisational performance and to achieve organisational goals.

**Course Highlights:**

Internal Communication and Employee Engagement, Organisational Communication Issues and Processes, Organisational Problem Solving and Decision Making, Communication Training for Organisations, Social Media@Work, Leadership Communication, Health Communication

Our programme equips students with essential profession-related skills to become

**5. Professional Communicators** who possess expertise in writing proficiently, designing and producing content in multimedia platforms aptly, organising campaigns effectively and managing events efficiently.

**Course Highlights:**

Organisational Event Planning and Management, Campaign Planning and Management, Writing for Professional Communication, Advanced Media Design for Corporate Communication, Interviewing



With close connections to industries and professional associations, our programme places students in internship positions, practicum and service learning projects to become

**6. Job-ready candidates** who are well-prepared to step into communication-related job roles to contribute to their organisations with practical experience from the real world.



**Course Highlights:**

Strategic Communication Internship and Practicum

# CURRICULUM: CULTIVATING ALL-AROUND COMMUNICATORS

*Organisational Communication (ORGC) is one of the three concentrations in the Public Relations and Advertising Major. Alongside the courses from the ORGC concentration, students grow into all-around communicators by attaining whole-person development with diversified interdisciplinary capabilities through a range of department-wide, faculty-wide, and university-wide courses and programmes.*

## **PRA Major Core Courses**

give students a comprehensive understanding on organisational communication as well as public relations and advertising.

Examples: Consumer Perspectives in Public Relations and Advertising, Principles and Practices of Advertising, and Principles and Practices of Public Relations.

## **ORGC Concentration Courses**

nurture students into internal communication professionals with strong digital communication skills

Examples: See course highlights on pp. 6 - 9





## Communication School Core Courses

give students a solid foundation for topics linked to communication.

Examples: Communication, Ethics and Law, Media Design and Digital Application, AI and Digital Communication, Studies of Communication, Journalism, and Film

## University Core and General Education Programme

foster students' competence in language, public speaking, and other areas that are pertinent to all professions.

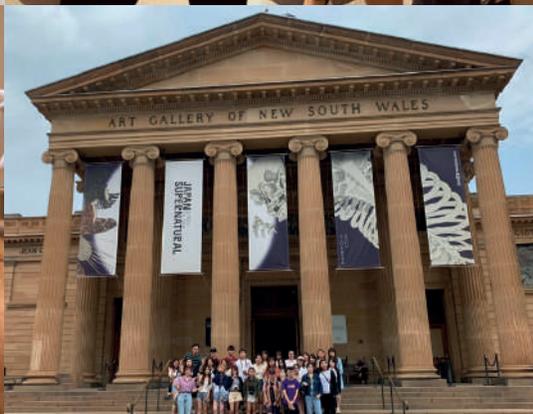
Examples: University English, University Chinese, The Art of Persuasion, and courses on themes such as quantitative reasoning, innovation, technology, sustainability, and service learning.

## Minor Programmes

allow students to extend their knowledge to a focused domain other than internal communication.

Examples of minor programmes:

Business, Entrepreneurship, Human Resources Management, Marketing, China Studies, European Studies, Social Policy, Psychology, Computer Science, Translation, Japanese Language, and Visual Arts.



# CO-CURRICULAR ACTIVITIES: EARNING GLOBAL AND LOCAL EXPOSURE AND EXPERIENCES

*Through our close ties with the communication-related industry and prestigious institutions, local and abroad, the ORGC programme presents diversified experiential learning opportunities and career preparation activities to maximise students' academic, professional, and personal development.*

## Exchange Programmes



Through immersion, studying with universities around the world provides students with a crucial global horizon.

## Study Tours



Visiting agencies and institutions in Eurasia, Oceania, and North America enables students to gain international insights to become future practitioners for internal communication.

## Internal Communication Seminar Series



Lectures given by industry experts from Hong Kong and overseas further add to the vigorous grounding of internal communication that our programme offers.

## The Young Agency (TYA)



TYA is a student-run agency under the supervision of the faculty members in the Department of Communication Studies. To provide practical experience to students with the public relations and advertising major, TYA organises communication campaigns and events for clients from a variety of industries. TYA also organises education-related activities and extra-curricular activities to enrich students' learning and university life experience.

## Competitions



Students sharpen their problem-solving skills for addressing complex issues by marrying their creativity with concepts and techniques they acquire through the programme.

# STRIVING FOR ACADEMIC MERIT AND STRONG CITIZENSHIP

香港浸會大學

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SCHOLARSHIPS

*Scholarships and funding are awarded at the Departmental, School, and University level for TWO types of excellence.*

## **Outstanding Academic Performance**

We acclaim students' exceptional scholarly achievement.

*Examples of scholarships:*

- *Asia One Scholarship*
- *The HK Jockey Club Scholarship Scheme*
- *Communication Scholarship Scheme*
- *School of Communication Minor Programme Award*

## **Distinguished Organisational Citizenship**

We give honours for students' exemplary commitment to engage in the Department's and the School's sponsored co-curricular activities, and to offer services and leadership to their academic programme.

*Examples of scholarships:*

- *COMS Outstanding Citizenship Award*
- *COMS Outstanding Leadership Award*
- *HKBU Outstanding Student Leaders Award*
- *School of Communication Exchange Sponsorship*

# CAREER PROSPECT: THRIVING IN CORPORATE COMMUNICATION, HUMAN RESOURCES, AND BEYOND

*The array of specialised expertise and professional skills in the ORGC programme prepares students to be internal communicators. The transferable skills offered by our programme also provide flexibilities in students' career pursuit; based on individual aspirations and strengths, graduates can become data scientists, digital marketers, media analysts, content managers, etc.*

- | Competent in internal communication for driving **corporate communication** and **human resources** strategic initiatives
- | Dexterous with digital means for **data sciences, digital marketing, social media analytics, digital media content management**, and **digital media production**, etc.
- | Adroit at **public relations, advertising, marketing communications, event planning and management**, and other communication-related areas



# Bachelor of Communication (Hons) (Journalism and Digital Media/ Public Relations and Advertising) (JS2310)

## ENTRANCE REQUIREMENTS for JUPAS admission

Students who wish to apply for the ORGC programme, through JUPAS, will need to satisfy the following minimum requirements on the Hong Kong Diploma of Secondary Education (HKDSE) Examination.

JUPAS Code	Programme	Minimum HKDSE Requirements					
		Core Subjects				Elective Subjects	
		Chinese Language	English Language	Mathematics	Citizenship and Social Development	1st Elective Subject	2nd Elective Subject
JS2310	Bachelor of Communication (Hons) (Journalism and Digital Media/ Public Relations and Advertising)	Level 3	Level 3	Level 2	Attained	Level 3	Level 3

# Organisational Communication Concentration

Address: Hong Kong Baptist University  
Department of Communication Studies  
Room 930, Lee Shau Kee Communication and Visual Arts Building  
5 Hereford Road, Kowloon Tong, Kowloon

Telephone: +852 3411-7224 / +852 3411-7832

Fax: +852 3411-7890

Email: [coms@hkbu.edu.hk](mailto:coms@hkbu.edu.hk)

Website: <https://www.coms.hkbu.edu.hk/orgc>

