



UNIVERSITI TEKNOLOGI MARA

AGR355: AGRICULTURAL EXTENSION

Course Name (English)	AGRICULTURAL EXTENSION APPROVED
Course Code	AGR355
MQF Credit	3
Course Description	This course will interactively engage students cognitively and practically apply the philosophy, principles and objectives of agricultural extension, which are related to change and the development of rural people and estate communities. Students will define concepts of social and cultural factors as well as needs in extension, state and explain theories of motivation, leadership and communication that influence change in the community, extension, program planning and development, and activities carried out by rural development agencies. The designated lecture session is used to discuss results of investigations leading to its relation to the existing laws, principles or theories. Lecture sessions employ a mixture of lectures and active learning (self and peer discussions). The outcomes shall be assessed through a variety of tools which include the traditional paper examination, project planning and implementation and classroom engagement.
Transferable Skills	leadership, life long learning, teamwork, communication
Teaching Methodologies	Lectures, Demonstrations, Field Trip, Discussion, Presentation
CLO	CLO1 State, write and explain the importance of the concepts of agricultural extension CLO2 verbally and visually relate social and cultural factors, need and motivations that influence change in the community. CLO3 verbally, relate and discuss the process of diffusion of innovation. CLO4 State, write and explain the communication process and verbally, visually (pictures& diagrams) relate and discuss effective communication as basis of extension. CLO5 Verbally relate and discuss the characteristics and functions of leaders in rural and estate development. CLO6 Verify, assess & employ extension programme development procedures. CLO7 Observe, plan, conduct and justify extension programs for the development of rural and estate community. CLO8 Communicate to peers verbally extension teaching methods and to the facilitator in writing the accountability report of extension programs. CLO9 Collaborate and motivate with team members in both the field project and in the classroom.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) 1.1 Definition of extension 1.2) 1.2 Roles of extension 1.3) 1.3 Philosophy of extension work 1.4) 1.4 Principles of extension work 1.5) 1.5 Islamic perspective 1.6) 1.6 Concepts of change 1.7) 1.7 Types of change	
2. Social and cultural factors in extension 2.1) 2.1 Social structure 2.2) 2.2 Cultural factors	

3. Basic concepts of extension agents and agencies 3.1) 3.1 Characteristics of extension agents (workers) 3.2) 3.2 Roles in community 3.3) 3.3 Agricultural institutions network
4. Target group 4.1) 4.1 Characteristics of human behaviour 4.2) 4.2 Needs and necessities of rural and estate community 4.3) 4.3 Motivation factor - Maslow and ARCS Model, Keeler 4.4) 4.4 Leadership in rural community and its role 4.5) 4.5 Formal and informal rural community institutions
5. Effective communication 5.1) 5.1 McCrowskey's interpersonal communication model 5.2) 5.2 The concept and importance of effective communication 5.3) 5.3 process of adoption of innovation 5.4) 5.4 Characteristics and factors affecting the adoption process 5.5) 5.5 Diffusion process in community 5.6) 5.6 Obstacles and catalysts 5.7) 5.7 Public speaking and its techniques
6. Methods of extension teaching 6.1) 6.1 Extension methods (individual, group, mass) 6.2) 6.2 Extension equipment (poster, bulletin, leaflet, overhead projector, slide, radio, television and computer)
7. Extension program development and planning 7.1) 7.1 Organizing a planning committee 7.2) 7.2 Situation analysis 7.3) 7.3 Setting of objectives 7.4) 7.4 Identifying source 7.5) 7.5 Working plan 7.6) 7.6 Preparation and documentation of program 7.7) 7.7 Implementation 7.8) 7.8 Evaluation and accountability
8. Extension and community development 8.1) 8.1 History of community development 8.2) 8.2 Estate community development
9. Current and future trends of agricultural extension

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Team work & ethics	4%	CLO6 , CLO7 , CLO8 , CLO9
	Presentation	Presentation - dialogues	8%	CLO2 , CLO3 , CLO5 , CLO8
	Presentation	Group project	8%	CLO2 , CLO3 , CLO4 , CLO5 , CLO8
	Test	Test 1	10%	
	Test	Test 2	10%	
	Written Report	Project proposal	20%	CLO1 , CLO4 , CLO5 , CLO6

Reading List	Recommended Text	<ul style="list-style-type: none"> Wan Hanisah, Wan Ismail 2007, <i>Fundamentals of Extension Education</i>, Ed., , Pupuk Nilai Murni Bhd. Kota Bharu, Kelantan [ISBN:] Maunder, H. 1973, <i>Agricultural Extension: A Reference Manual</i>, Food and Agriculture Organization, Rome
	Reference Book Resources	<ul style="list-style-type: none"> Mortiss, P 1993, <i>Extension for rural change</i>, Ed., , Queensland Government, Department of Primary [ISBN:] Wan Hashim Wan Teh 1984, <i>Petani dan Persoalan Agraria</i>, Ed., , Penerbit Fajar Bakti, Petaling Jaya [ISBN:]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	