

FACULTY OF AGRICULTURAL SCIENCES
UNIVERSITY OF THE PUNJAB, LAHORE

Programme	BS-Agribusiness	Course Code	AB-104	Credit Hours	3(3-0)
Course Title	INTRODUCTION TO AGRICULTURE EXTENSION				
Course Introduction					
This course will provide basic information about Agricultural Extension Education. Students will learn about principles of effective extension. Plant nutrients and water uptake. Students will understand the organizational set-up of agricultural extension and analyze barriers of communication.					
Learning Outcomes					
On the completion of the course, the students will be able to:					
<ol style="list-style-type: none"> 1. Define the given concept of Agricultural Extension Education 2. Describe principles of effective extension 3. Identify the organizational set-up of agricultural extension 4. Analyze barriers to communication 					
Course Content				Assignments/Readings	
Week 1	<u>THEORY</u> Unit-I 1.1 Course introduction			General discussion and course overview	
Week 2	<u>THEORY</u> Unit-II 2.1 Agricultural Extension; its definition 2.2 Objectives of agriculture extension 2.3 Importance			1. Web resource and notes provided.	
Week 3	<u>THEORY</u> Unit-III 3.1 Define Education 3.2 Types of education			<u>Reading</u> Internet PowerPoint slides And research articles	
Week 4	<u>THEORY</u> Unit-IV 4.1 Brief history/recent trends in Agricultural Extension. 4.2 Organizational set-up in Pakistan			Assignment : Topics will be assigned to individual or group of students. Assignment : Draw a flow chart of Agriculture organizational set-up in Punjab.	

<p>Week 5</p>	<p><u>THEORY</u> Unit-V 5.1 Role of private sector in agricultural development. 5.2 Characteristics of Pakistani farmers, farming problems and solutions.</p>	<p>1. Web resource and notes provided.</p>
<p>Week 6</p>	<p><u>THEORY</u> Unit-VI 6.1 Roles and duties of extension workers at various organizational levels.</p>	<p><u>Reading</u> Internet PowerPoint slides And research articles</p>
<p>Week 7</p>	<p><u>THEORY</u> Group Discussion Unit-VII 7.1 What is Effective extension work 7.2 Principles of effective extension work</p>	<p>Assignment : Assigned different projects about extension work in groups</p>
<p>Week 8</p>	<p><u>THEORY</u> Quiz test Unit-VIII 8.1 Communication 8.2 Communication process 8.3 its components</p>	<p>2. Web resource and notes provided.</p>
<p>Week 9</p>	<p>MID-TERM</p>	
<p>Week 10</p>	<p><u>THEORY</u> Unit-IX 9.1 Types of Communication 9.2 Barriers to effective communication</p>	
<p>Week 11</p>	<p><u>THEORY</u> Unit-X 10.1 Adoption and diffusion of agricultural innovations 10.2 Motivation techniques.</p>	<p>Assignment: Topics will be assigned to individual or group of students.</p>

Week 12	<p><u>THEORY</u> Quiz test Unit-XI 11.1 Adult learning. 11.2 Laws of adult learning. 11.3 Practice of best Trainer</p>	<p><u>Reading</u> Internet PowerPoint slides And research articles</p>
Week 13	<p><u>THEORY</u> Unit-XII 12.1 Role of rural youth in Agriculture development 12.2 Empowerment of women in agricultural development</p>	<p>1. Web resource and notes provided.</p>
Week 14	<p><u>THEORY</u> Unit-XIII 13.1 Extension, research 13.2 linkages of new innovations and research to farmers</p>	<p><u>Reading</u> Internet PowerPoint slides And research articles</p>
Week 15	<p><u>THEORY</u> Unit-XIV 14.1 Basic concept of planning in Agricultural Extension. 14.2 Monitoring, and evaluation in Agricultural Extension</p>	<p>1. Web resource and notes provided.</p>
Week 16	<p><u>THEORY</u> Unit-XV 15.1 Course review 15.2 Revision/ Test</p>	
	FINAL-TERM	
Textbooks and Reading Material		
<p>1. Suggested Readings Books 1. Bashir, E. (Ed.). 1997. Extension Methods (2nd Edition). National Book Foundation,</p>		

Islamabad.

2. Leeuwis, C. and Van den Ban, A. 2004. Communication for Rural Innovation: Rethinking

3. Agricultural Extension (3rd Edition). Wiley-Blackwell.

Journal Articles/ Reports

Resources will be shared during class

Teaching Learning Strategies

1. Class lectures
2. Discussions
3. Practical demonstrations
4. Hands on training where applicable

Assignments: Types and Number with Calendar

Assignments

Types and Number with calendar

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.