

**FACULTY OF AGRICULTURAL SCIENCES**  
UNIVERSITY OF THE PUNJAB, LAHORE

<b>Programme</b>	B.Sc. (Hons.) Agriculture	<b>Course Code</b>	AEE-202	<b>Credit Hours</b>	3(3-0)
<b>Course Title</b>	<b>INTRODUCTION TO AGRICULTURE EXTENSION</b>				
<b>Course Introduction</b>					
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.					
<b>Learning Outcomes</b>					
On the completion of the course, the students will be able to:					
<ol style="list-style-type: none"> <li>1. Define the given concept of Agricultural Extension Education</li> <li>2. Describe principles of effective extension</li> <li>3. Identify the organizational set-up of agricultural extension</li> <li>4. Analyze barriers to communication</li> </ol>					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1</b>	<b><u>THEORY</u></b> <b>Unit-I</b>			General discussion and course overview	
	1.1 Course introduction				
<b>Week 2</b>	<b><u>THEORY</u></b> <b>Unit-II</b>			1. Web resource and notes provided.	
	2.1 Agricultural Extension; its definition 2.2 Objectives of agriculture extension 2.3 Importance				
<b>Week 3</b>	<b><u>THEORY</u></b> <b>Unit-III</b>			<b><u>Reading</u></b> Internet PowerPoint slides	

	3.1 Define Education 3.2 Types of education	And research articles
<b>Week 4</b>	<b><u>THEORY</u></b> <b>Unit-IV</b> 4.1 Brief history/recent trends in Agricultural Extension. 4.2 Organizational set-up in Pakistan	<b>Assignment :</b> Topics will be assigned to individual or group of students.  <b>Assignment :</b> <b>Draw a flow chart of Agriculture organizational set-up in Punjab.</b>
<b>Week 5</b>	<b><u>THEORY</u></b> <b>Unit-V</b> 5.1 Role of private sector in agricultural development. 5.2 Characteristics of Pakistani farmers, farming problems and solutions.	1. Web resource and notes provided.
<b>Week 6</b>	<b><u>THEORY</u></b> <b>Unit-VI</b> 6.1 Roles and duties of extension workers at various organizational levels.	<b><u>Reading</u></b> Internet PowerPoint slides And research articles
<b>Week 7</b>	<b><u>THEORY</u></b> <b>Group Discussion</b> <b>Unit-VII</b> 7.1 What is Effective extension work 7.2 Principles of effective extension work	<b>Assignment :</b> Assigned different projects about extension work in groups

<b>Week 8</b>	<u><b>THEORY</b></u> <b>Quiz test</b>  <b>Unit-VIII</b> 8.1 Communication 8.2 Communication process 8.3 its components	2. Web resource and notes provided.
<b>Week 9</b>	<b>MID-TERM</b>	
<b>Week 10</b>	<u><b>THEORY</b></u> <b>Unit-IX</b> 9.1 Types of Communication 9.2 Barriers to effective communication	
<b>Week 11</b>	<u><b>THEORY</b></u> <b>Unit-X</b> 10.1 Adoption and diffusion of agricultural innovations 10.2 Motivation techniques.	<b>Assignment:</b> Topics will be assigned to individual or group of students.
<b>Week 12</b>	<u><b>THEORY</b></u> <b>Quiz test</b>  <b>Unit-XI</b> 11.1 Adult learning. 11.2 Laws of adult learning. 11.3 Practice of best Trainer	<u><b>Reading</b></u> Internet PowerPoint slides And research articles
<b>Week 13</b>	<u><b>THEORY</b></u>	1. Web resource and notes

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

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**

<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
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.