



University of Pretoria Yearbook 2025

BAgricHons *Rural Development* (02241002)

Department Agricultural Economics, Extension and Rural Development

Minimum duration of study 1 year

Total credits 120

NQF level 08

Programme information

This programme is coordinated in the Department of Agricultural Economics, Extension and Rural Development. The aim of this programme is to enable graduates to participate in and lead rural development processes and policy initiatives. It provides a broad-based understanding of rural development, including project planning and analysis and strategic management.

Admission requirements

1. Relevant bachelor's degree (or equivalent)
2. A weighted average of at least 60% at final-year level
3. An admission examination may be required
4. A CV with contactable references may be required

Note: Additional modules may be required in order to reach the desired level of competency

Examinations and pass requirements

In order to obtain the degree, the candidate must achieve a minimum of 50% in each of the prescribed modules.

Pass with distinction

An average of 75% in all the prescribed modules must be obtained in order to pass the degree with distinction.



Curriculum: Final year

Minimum credits: 120

Core modules

Communication for sustainable rural development 713 (AGV 713)

Module credits 15.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 1 four-hour lecture in 5 block week sessions

Language of tuition Module is presented in English

Department Agricultural Economics Extension and Rural Develo

Period of presentation Year

Module content

Introduction to the Communication Process, its role and importance. Communication and perception - role of Extension in AKIS. Clarification of principles and definitions; theory of communication; Strategies for communication and Extension methods. Key elements and channels of communication; credibility; persuasion; public speaking; audio visual aids; mass media and their effect; new reporting; articles and newsletters. Designing communication interventions. Impact assessment approaches and tools. Appreciative Communication Inquiry: 5-D Approach.

Principles and approaches of rural development and extension 715 (AGV 715)

Module credits 15.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 1 four-hour lecture in 5 block week sessions

Language of tuition Module is presented in English

Department Agricultural Economics Extension and Rural Develo

Period of presentation Year

Module content

Overview of the origin, role, development of extension; Philosophy and principles of extension. International approaches to extension delivery: Training and Visit, Farming system development, Project approach, Farmer Field Schools, Participatory Extension and Participatory Technology Development. Extension's role in sustainable agriculture development; Adult learning principles, privatizing and outsourcing of agricultural extension; the role of non-governmental organisations (NGO's) in extension delivery. Decentralisation of extension. Participation and coordination of stakeholders in the planning of linkages between extension, research and the farming community.



Research project 784 (ARD 784)

Module credits	30.00
NQF Level	08
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Year

Module content

Research project and case study of rural problems, challenges and dynamics in rural communities. The research project should address an important contemporary rural development problem or challenge and contribute towards the solution thereof.

Advanced agricultural and rural development applications 785 (ARD 785)

Module credits	15.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	1 four-hour lecture in 5 block week sessions
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1

Module content

Challenges and objectives of development, including the issues of underdevelopment, hunger, poverty and inequalities. Definitions of development, economic development, growth, rural development and agricultural development. Overview and evolution of concepts and theories of agriculture and rural development. Overview of past and emerging ideas to accelerate development of rural economic sectors, including agricultural innovation, technology innovation, development pathways. The roles of agriculture and structural transformation in development and options for the development of small-scale agriculture. Introduction to institutions and organisations in agriculture and rural development. The importance of agriculture in the rural economy (agro-industries, agribusiness), the rural non-farm economy, rural infrastructure, rural finance, human capital (health and education) and basic services (water, electricity & sanitation) in rural development. Special applications integrated into the content, including: climate change, migration, conflict, food security, gender, land reform and sustainability (SDG, Africa's Agenda 2063, National Development Plans). Case study: Analysis of a practical agricultural and rural development problem.

Agribusiness management 720 (LEK 720)

Module credits	15.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences



Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

Strategic management in agriculture. Dynamics of agricultural management. Entrepreneurship. Environmental scanning. Productivity measurement and improvement thereof by the organisation of manpower, capital and financial sources. Business growth. Formulation and implementation of competitive strategy. Corporate governance, strategic analysis and strategic choice, strategy implementation, balanced scorecard.

Agricultural project planning and appraisal 785 (LEK 785)

Module credits	15.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 1 lecture per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

- Project planning and priority setting (project concept to rural socioeconomic development, logical framework analysis, research priority setting methods, strategic planning, scenario planning).
- Economic analysis of agricultural development projects through CBA (decision making in public and private sectors, financial, social and economic considerations; identification of Cs and Bs, valuation of Cs and Bs; project assessment criteria).
- Monitoring, evaluation and impact assessment (process and program monitoring, MandE systems; causality, incrementality and the attribution problem; impacts assessment methodology).
- Project management (scheduling, techniques for management, managing risk and uncertainty, monitoring performance)
- Welfare economics and political economy considerations (Pareto optimality, compensation tests, efficiency and distribution, politics of CBA, development projects vs. development policies, first vs. second best shadow prices, market failure)

Elective modules

Leadership and group dynamics 712 (AGV 712)

Module credits	15.00
NQF Level	08



Prerequisites	No prerequisites.
Contact time	1 four-hour lecture in 5 block week sessions
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Year

Module content

Nature, philosophy and objectives of Extension. The group as channel and instrument in extension; definitions and characteristics of groups; group formation; theories regarding the functioning of groups; group norms; group goals; small group techniques; rural groups and their engagement; definitions and theories of leadership; behaviour and attitude in group work; the extensionist as professional leader; group analysis in group context and process; training of leaders. Conflict resolution, mediation and negotiation. Ethics in extension and agricultural development. Management in extension; Strategic planning; functions of management.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.