



University of Pretoria Yearbook 2025

BAgricultHons *Extension* (02241000)

Department	Agricultural Economics, Extension and Rural Development
Minimum duration of study	1 year
Total credits	120
NQF level	08

Programme information

The aim of this degree programme is to produce graduates qualified to operate as professional extension or development agents. On completion of the degree the candidate will be able to design, develop and execute or manage scientifically sound situation-specific and community adapted extension or development programmes, conforming to the principles of participatory development with maximum community involvement and impact.

To enable them to do this they should:

- be aware and knowledgeable of the philosophies and the different concepts and approaches of development and extension as well as its organisation and management;
- have an understanding of the principles of human behaviour with specific reference to decision making and behaviour change and the theories involved in understanding and facilitating change;
- be knowledgeable of the theory and practical implementation of community development, group dynamics and leadership for the formulation and execution of development plans;
- have an understanding of the principles of communication and be skilful in the identification and use of the most appropriate communication methods and combinations thereof;
- be knowledgeable and skilled in the development, execution and evaluation of situation-specific extension programmes;
- have the ability to conduct and report a research study under supervision, in a manner that is appropriate to the discipline of the field of study.

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

Other programme-specific information

A module in Agricultural economics or any other field of specialisation may be included as an elective module, in consultation with the head(s) of department(s).



Elective coursework that may be required will be decided upon by the head(s) of the particular department(s). Additional required modules as prescribed for the specific fields of specialisation will be jointly determined by the head(s) of the particular department(s) in question.

Examinations and pass requirements

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



Curriculum: Final year

Minimum credits: 120

Additional information:

- A module in Agricultural economics or any other field of specialisation may be included as an elective module, in consultation with the head(s) of department(s).
- Elective coursework that may be required will be decided upon by the head(s) of the particular department(s).
- Additional required modules as prescribed for the specific fields of specialisation will be jointly determined by the head(s) of the particular department(s) in question.

Core 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.

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.

Extension programme planning and management 726 (AGV 726)

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, purpose and principles of a programmed and purposeful Extension. The philosophy, principles and assumptions of program development. Institutional framework for community participation, ownership and empowerment; linking with complementary and support services. Overview of the program cycle: consideration, survey, planning, action and evaluation phases. Participatory need appraisal, problem identification and delimitation; problem conceptualisation and development of survey instrument; situation surveys and analysis; formulation of objectives; identification and scheduling of methods and activities; Work plan of calendar construction, budgeting. The project management process. Personnel management and administration.

Extension programme evaluation and research 728 (AGV 728)

Module credits	30.00
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

Meaning, scope and place of evaluation in extension; the research- and evaluation process; problem identification; theory and hypotheses; objectives; literature research and information sources; sampling; methods of data collection; evaluation criteria; quality of measuring instruments; scale construction; interviewing. Conducting research and reporting research findings. Preparation of an evaluation report of an extension programme/project.

Human and organisational behaviour change and management 729 (AGV 729)

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

Understanding change and the time lag phenomenon. Principles of human behaviour and its influence on change. Theoretical perspectives on behaviour change. Understanding resistance and barriers to change. Adoption and diffusion of new innovations. Theories and models of decision-making. Introduction to organisational dynamics; Role of Extension organisations in Rural Development. Theoretical perspectives on organisational change; organisations as rationale and open systems. Understanding organisations and society; organisational pathologies; organisational effectiveness.

Principles and approaches of community development 785 (AGV 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 Year

Module content

The local development environment, including the political, social, cultural, economic and psychological environments. Stakeholders in community development. Coordination principles in community development. Ethical principles of community development including human orientation, participation, empowerment, ownership and release. Practical principles of community development including learning, addictiveness and simplicity. The features and outcomes of community development including collective action, need orientation, objective orientation, actions at grassroots level. Outcomes of community development, including awareness creation and community building. Communities as role players in development.

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.