



**Jordan University of Science and Technology**  
**Faculty of Agriculture**  
**Plant Production Department**

PP262 Extension And Transfer Of Agricultural Technology

Summer Semester 2020-2021

**Course Catalog**

3 Credit Hours. General course objectives: The objectives of this course are to provide an historical, developmental and conceptual context for understanding Agricultural Extension and its role in the developmental process. This course deals with broad aspects of agricultural extension work from defining and distinguishing extension characteristics to the technology transfer process. This course will describe the different methods, procedures, and techniques for carrying out extension programs. The students will be exposed to the process of diffusion and adoption of Agricultural Innovations. In addition, organizational considerations such as administering, and evaluating extension programs are discussed. This course will focus on the different alternative primary public and private approaches ( Models of Extension ) used in developing countries in terms of its suitability, strength and weakness. Also, local Jordanian extension system, new strategy and experiences in Jordan will be viewed. What you are expected to learn from this course: The students will learn about the history, development of Agricultural Extension and its role in the developmental process. Students will learn about the main Models of Extension that can be used in Developing Countries in terms of their characteristics and the encounter weaknesses. All approaches and methods of Extension programs will be viewed. The students will be exposed to the main principles of agricultural Extension, including individual and group extension teaching methods. The role of the Extension Agents in the developmental process will be viewed. Extension program development, survey research, instrument development, data collection & analysis will be taught. Diffusion and adoption of agricultural innovations will be studied.

**Text Book**

<b>Title</b>	Agricultural Extension. A reference Manual (second edition) 1984.
<b>Author(s)</b>	. Blackburn, D.J.
<b>Edition</b>	2nd Edition
<b>Short Name</b>	Ref 1
<b>Other Information</b>	

**Course References**

Short name	Book name	Author(s)	Edition	Other Information
Ref 2	Rogers, E. M. (1995). Diffusion of Innovations (Fourth Edition). The Free Press New York.	Rogers, E. M. (1995)	4th Edition	

Ref 3	How to Design and Evaluate Research in Education	Jack R. Fraenkel , Norman E. Wallen (1990)	1st Edition	
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Instructor	
Name	Dr. Laith Rousan
Office Location	M1L2
Office Hours	
Email	laith@just.edu.jo

Class Schedule & Room
Section 1: Lecture Time: Sun, Mon, Tue, Wed : 13:00 - 14:30 Room: 150 منصة الكترونية

Prerequisites		
Line Number	Course Name	Prerequisite Type
622021	PP202 Principles Of Plant Science	Prerequisite / Study

Tentative List of Topics Covered		
Weeks	Topic	References
Week 1	EVOLUTION OF AGRICULTURAL EXTENSION The history and development of agricultural Extension.	From Ref 1
Week 2	Principles, Definitions, distinguishing characteristics of Agricultural Extension	From Ref 1
Week 3	Principles, Definitions, distinguishing characteristics of Agricultural Extension (Continue)	From Ref 1
Week 4	The role of agricultural extension in the development Process.	From Ref 1
Week 5	Extension Models (approaches) in Developing Countries.	From Ref 1
Week 6	Conceptual Models of Extension. Transfer of Technology Model, Imparting Knowledge Model and Instructional Model	From Ref 1
Week 7	IMPROVING AGRICULTURAL EXTENSION PROGRAMES (Extension program development)	From Ref 1
Week 8	Extension Individual Teaching Methods	From Ref 1
Week 9	Extension Group Teaching Methods	From Ref 1

Week 10	Extension Group Teaching Methods (Continue)	From <b>Ref 1</b>
Week 11	Survey Research (Descriptive and Explanatory Surveys)	From <b>Ref 3</b>
Week 12	Survey Techniques (Planning the survey, Sampling and Construction of the Instrument )	From <b>Ref 3</b>
Week 13	Survey Techniques (Continue) ( Carrying out the Survey and Data processing)	From <b>Ref 3</b>
Week 14	Diffusion and Adoption of Agricultural Innovations (Main Characteristics of an Innovations)	From <b>Ref 2</b>
Week 15	Communication Channels (Heterophily Gap and Diffusion), Time dimension in the Diffusion Process	From <b>Ref 2</b>
Week 16	Adopters Categories, Rate of Adoption, Social farming System and Consequences of Adoption or rejection of Innovations	From <b>Ref 2</b>

<b>Mapping of Course Outcomes to Program Student Outcomes</b>	<b>Course Outcome Weight (Out of 100%)</b>	<b>Assessment method</b>
Provide an historical, developmental and conceptual context for understanding Agricultural Extension and its role in the developmental process. [5PLO6, 5PLO7]	10%	Mid Exam, Final Exam
Students will learn about the main Models of Extension that can be used in Developing Countries in terms of their characteristics and the encounter weaknesses. All approaches and methods of Extension programs will be viewed. [5PLO1, 5PLO6, 5PLO7]	15%	Mid Exam, Final Exam
This course will describe the different methods, procedures, and techniques for carrying out extension programs. Individual Teaching Methods and group Teaching Methods. [5PLO1, 7PLO6, 8PLO7]	20%	Mid Exam, Final Exam
This course will focus on the different alternative primary public and private approaches (Models of Extension) used in developing countries in terms of its suitability, strength and weakness [5PLO1, 8PLO6, 7PLO7]	20%	Mid Exam, Final Exam
The students will be exposed to the process of diffusion and adoption of Agricultural Innovations. In addition, organizational considerations such as administering, and evaluating extension programs are discussed. [5PLO1, 10PLO6, 5PLO7]	20%	Final Exam
The students will be exposed to Survey Research Techniques from Planning, Sampling, Construction of the instrument, Carrying out the Survey and Analyzing and Processing the data [15PLO7]	15%	Final Exam

<b>Relationship to Program Student Outcomes (Out of 100%)</b>						
PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
20					35	45

<b>Evaluation</b>
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<b>Assessment Tool</b>	<b>Weight</b>
Mid Exam	50%
Final Exam	50%

<b>Policy</b>	
Exams	All exams are closed book and notes. The final exam is comprehensive (covering all teaching materials). Incomplete exams need approval from the department chair and the faculty dean
Cheating	Prohibited; and in case of cheating the student will be subject to punishment in accordance with the university regulations
Attendance	Students are expected to attend all class meetings regularly. If the student is absent for more than 20% of the course, the student will be prevented from taking all subsequent exams and assigned an F (Failure) grade in the course (deprived by absence). This maximum includes both excused and unexcused absences.
Participation	Participation is highly encouraged
Withdraw	The student can withdraw from the course in accordance with the timeline defined by the university regulations

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