



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

PP262 Extension And Transfer Of Agricultural Technology - JNQF Level: 7

First Semester 2024-2025

**Course Catalog**

3 Credit Hours. Concepts, principles, models, and approaches of extension services. Individual and group Extension Teaching Methods. Adoption and diffusion of agricultural innovation. Data collection and analysis. Extension program development.

**Teaching Method:** Blended

**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	

**Instructor**

Name	<b>Dr. Laith Rousan</b>
Office Location	M1L2
Office Hours	
Email	laith@just.edu.jo

<b>Class Schedule &amp; Room</b>
Section 1: Lecture Time: Mon, Wed : 11:30 - 12:30 Room: C5024  Section 2: Lecture Time: Mon, Wed : 10:00 - 11:00 Room: E2008

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

<b>Tentative List of Topics Covered</b>		
<b>Weeks</b>	<b>Topic</b>	<b>References</b>
Week 1	EVOLUTION OF AGRICULTURAL EXTENSION The history and development of agricultural Extension.	From <b>Ref 1</b>
Week 2	Principles, Definitions, distinguishing characteristics of Agricultural Extension	From <b>Ref 1</b>
Week 3	Principles, Definitions, distinguishing characteristics of Agricultural Extension (Continue)	From <b>Ref 1</b>
Week 4	The role of agricultural extension in the development Process.	From <b>Ref 1</b>
Week 5	Extension Models (approaches) in Developing Countries.	From <b>Ref 1</b>
Week 6	Conceptual Models of Extension. Transfer of Technology Model, Imparting Knowledge Model and Instructional Model	From <b>Ref 1</b>
Week 7	IMPROVING AGRICULTURAL EXTENSION PROGRAMES (Extension program development)	From <b>Ref 1</b>
Week 8	Extension Individual Teaching Methods	From <b>Ref 1</b>
Week 9	Extension Group Teaching Methods	From <b>Ref 1</b>
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 Outcomes and NQF 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] [1L7K1]	10%	
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] [1L7S2, 1L7S3, 1L7C1]	15%	
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] [1L7S1, 1L7S2, 1L7S3, 1L7C2]	20%	
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] [1L7S3, 1L7C2, 1L7C3]	20%	
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] [1L7S1, 1L7C2, 1L7C3, 1L7C4]	20%	
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] [1L7K1, 1L7S1, 1L7S3, 1L7C2]	15%	

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

<b>Relationship to NQF Outcomes (Out of 100%)</b>							
L7K1	L7S1	L7S2	L7S3	L7C1	L7C2	L7C3	L7C4
13.75	13.75	10	20.42	5	20.42	11.67	5

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

Policy	
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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