



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

PP702 Agricultural Technology Transfer

First Semester 2024-2025

Course Catalog

3 Credit Hours. This course will describe the different Methods, procedures and techniques for carrying out Transfer of agricultural technology to farmers. The students will be exposed to the process of diffusion and adoption of Agricultural Innovations. In addition, organizational considerations such as administering, implementing and evaluating the transfer of agricultural innovation program. Students will choose a major innovation that can be administered to a target farmer population and prepare a full term paper to presented to the class.

Teaching Method: On Campus

Text Book

Title	1- "Diffusion of Innovations" by Everett M. Rogers. 2003
Author(s)	Everett M. Rogers
Edition	5th Edition
Short Name	Diffusion
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
Agricultural Extension and Rural Development	Agricultural Extension and Rural Development. Breaking out Knowledge Transfer Traditions	Raylson and DavidRussell	1st Edition	
Hand outs	Selective Hand out	Selective Article's and Authors	1st Edition	
Ref 2	"Innovations in Extension and Advisory Services" by Kristin Davis and others. 2016	Kristin Davis and others	1st Edition	

Instructor

Name	Dr. Laith Rousan
Office Location	M1L2
Office Hours	
Email	laith@just.edu.jo

Class Schedule & Room
Section 1: Lecture Time: Mon, Wed : 13:00 - 14:30 Room: U

Tentative List of Topics Covered		
Weeks	Topic	References
Week 1	Technology Transfer Concept	
Week 2	Why Transfer Technology, Why Transfer Technology in Agriculture?	
Week 3	History of Technology Transfer	
Week 4	Major concepts of Agriculture Technology Development, Technology assessment, Technology transfer, Appropriate technology, Sustainability.	
Week 5	Technology Transfer Elements, Technology Transfer Process	
Week 6	Technology Innovation, Technology Confirmation, Targeting Technology Consumers	
Week 7	Technology Marketing, Technology Application, Technology Evaluation	
Week 8	Technology Transfer between Countries, Role of Governments, Role of International Organizations, Role of Private sector	
Week 9	Individual and Group Teaching Methods of transferring Agricultural Technology.	
Week 10	Survey Research, Descriptive and Explanatory Survey	
Week 11	Diffusion and Adoption of Innovations, Characteristics of Innovations, Communication Channels, Time	
Week 12	Heterophily and Diffusion, Adopters Categories, Innovativeness of Individuals	
Week 13	Rate of Adoption, Opinion Leaders and Change Agents, Consequences of Innovations.	
Week 14	Field Trip and Demonstration	

Week 15	Student presentations	
Week 16	Continue Student Presentations	

Mapping of Course Outcomes to Program Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Provide a developmental and conceptual context for understanding Technology Transfer Process, Agricultural Extension and its role in the developmental process. [20PLO2, 5PLO3, 10PLO4, 5PLO5, 30PLO6, 30PLO7]	10%	
This course will describe the different methods, procedures, and techniques for carrying out extension and Technology Transfer programs. Individual Teaching Methods and group Teaching Methods will be presented.. [5PLO1, 20PLO2, 10PLO3, 25PLO4, 5PLO5, 20PLO6, 15PLO7]	20%	
Students will learn about the Major concepts of Agriculture Technology Development, Technology assessment, Technology transfer, Appropriate technology, Sustainability [5PLO1, 20PLO2, 10PLO3, 20PLO4, 5PLO5, 20PLO6, 20PLO7]	15%	
Students will learn about the Technology Transfer Process Phases: Phase 1: Technology Innovation Phase 2: Technology Confirmation Phase 3: Targeting Technology Consumers Phase 4: Technology Marketing Phase 5: Technology Application Phase 6: Technology Evaluation	15%	
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 Transfer programs are discussed.	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. In addition Students will learn about how to conduct a Rapid Rural Appraisal Technique.	20%	

Relationship to Program Student Outcomes (Out of 100%)						
PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
1.75	9	4	9	2.25	10	9

Evaluation	
Assessment Tool	Weight
First Exam	25%
Term Paper and Presentation Project	25%
Final Exam	50%