

Tárgytematika / Course Description

Methodology of Agricultural Extension

MENB_AVTA020

Tárgyfelelős neve /

Teacher's name: Dr. Vér András

Félév / Semester: 2021/22/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Summary of the course: During the learning of communication techniques, the main goal of the subject is to develop the empathic skills and relationship-building skills of the students as potential advisors.

After a basic introduction to communication, the subject details and evaluates the knowledge transfer methods that can be used in the work of an advisor.

The main chapters of the course:

basic knowledge of communication, extension strategies, analysis of agricultural knowledge and innovation systems (AKIS), individual (individual farm visits, providing advice in the office) and team methods (demonstration, lectures, article writing, mass communication, group work, organization of presentations) in extension, process of extension, interpersonal communication, information technology using in advisory work.

Competencies to be acquired during the training: use new communication techniques, actively participate in teamwork, actively listen to others, to use the communication necessary for cooperation.

TANTÁRGY TARTALMA / DESCRIPTION

Course content:

Week 1: Extension terminology, definitions of extension

Week 2: General purposes of rural extension, extension policies

Week 3: Characteristics of advisors

Week 4: Individual methods in extension

Week 5: Team methods in extension

Week 6: Definition, process of communication (verbal and non-verbal communication)

Week 7: Types of communication (verbal and non-verbal communication), facilitation

Week 8: Process of extension

Week 9: Agricultural knowledge and innovation systems (AKIS)

Week 10: Agricultural knowledge and innovation systems (AKIS)

Week 11: The role of innovation in extension

Week 12: Extension strategies

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirements:

Attendance at more than 70% of the weekly classes is compulsory. No extra sessions will be provided for missed classes. The signature is a pre-requisite of the exam. There is no possibility for pre-exam.

Type of exam: oral exam. Grading: 1 (fail) to 5 (excellent)

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KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Required and recommended readings:

A. W. van den Ban, H. S. Hawkins: Agricultural Extension

Eelke Wielinga: Energising Networks Tools for co-creation

https://ec.europa.eu/eip/agriculture/sites/default/files/eip-agri_achievements_report_7_years_of_innovation_2020.pdf

<https://ec.europa.eu/eip/agriculture/en/publications/eip-agri-workshop-enabling-farmers-digital-age>