

# Agricultural Extension

## Programmes

Master of Development Communication and Extension

Master of Organizational Management

M.Sc. in Development Communication and Extension

M.Sc. in Organizational Management

Master of Philosophy (M.Phil.)

Doctor of Philosophy (Ph.D.)

## About the Board of Study

The Board of Study (BS) in Agricultural Extension provides postgraduate level training and develops research skills in the areas of Development Communication and Extension, and Organizational Management. These postgraduate programmes are designed to equip and train graduates to excel in the fields of human resource development, project management, organizational management, and agricultural extension and advisory services. Students are prepared for senior positions in the corporate and public sector, local and international development agencies, NGOs (Non-Governmental Organizations), research institutions and faculty positions in the universities. Degree programmes of the BS are highly appreciated on account of several factors such as their relevance to the Sri Lankan context, highly competent teaching panel, adherence to high standards of quality, regular updating of course content. The success of our graduates is seen in various sectors of their employment. The teaching panel consists of experienced personnel drawn from university academics, public, NGOs and corporate sector with expertise and background of higher education in a wide range of disciplines pertaining to management, and agricultural extension and advisory services.

The BS has strengthened its study programmes to enable the graduates to effectively deal with future communication, management and extension challenges, including demand driven approaches such as, human ecology, corporate relations, and use of information communication technology and audio-visual media. Students are required to follow basic courses in Communication, Education, Sociology, Psychology, Organizational Management, Human Resource Management, Marketing Communication and Statistics.

The courses offer training in areas of management and build competencies in management of information systems, production of media material, journalism, leadership development, citizenship behavior, professional skills, business etiquettes and related skills to undertake responsibility and new challenges. These courses are supplemented by additional courses in the specific subject area of interest. Social Research Methodology and data analysis courses are offered for students reading for research degrees.

The following Intended Learning Outcomes (ILO's) are developed for the overall programmes of the BS. The specific ILO's for the course are developed within this context.

1. In the core areas of learning i.e. Development Communication and Extension or Organizational Management,
  - i. Explain phenomena using related key concept, principles and theories
  - ii. Be aware of contemporary national and global issues and trends
  - iii. Possess updated knowledge and understanding by reading recently published material
  - iv. Critically assess key agencies responsible for quality service delivery
  - v. Individually, realize the learning outcomes of courses taken for credit in the registered postgraduate programme
2. Demonstrate ability to logically and scientifically analyse and draw valid inferences
3. Have excellent professional communication skills in writing and speech using appropriate audio-visual aids
4. Have excellent interpersonal skills of a mature professional
5. Familiar with ethical nuances in the world of work and committed to integrity
6. Able to take an informed stand on issues and defend position based on verifiable evidence

The BS provides supporting services and outreach activities to the development communication, agricultural extension and organizational management services of the state, private and NGO sectors. These services include assistance in the preparation of publications, training of staff, development of computer software, preparation of audio and video programmes, collaboration in planning, policy formulation and evaluation of extension programmes, and project management. With the supervision and guidance of our experienced teaching panel, students have conducted research on topics related to agricultural extension, training and development, information and communication technology, organizational management, and human resource management.

## Recent Research

- Role of agricultural extension services in enhancing the livelihood of farmers in the food crop sector of the dry zone of Sri Lanka
- Factors affecting the outreach engagement by academics of the faculties of agriculture in state universities in Sri Lanka
- Development of an integrated information dissemination system for effective delivery of extension services in tea plantation sector in Sri Lanka
- The relationship between spiritual intelligence and leadership styles of managers in the NGO sector in Sri Lanka
- Dairy value chain analysis in the Uva province of Sri Lanka
- The impact of adversity quotient on perceived stress of NGO sector managers in Sri Lanka
- Impact of users' technology readiness and perceived value on mobile phone enabled internet usage in Central province of Sri Lanka



Students experience practical situations through simulation group activities in Corporate Relations course module

# Master of in Development Communication and Extension

## Overview

This programme has been designed to provide the theoretical foundation, develop competencies and interpersonal skills required for planning and implementing agricultural development projects. It lays a foundation through courses in basic social sciences, management and communication skills, and builds upon the application of this knowledge to real world developmental activities that the public, private and non-governmental sectors are involved in. This would benefit both fresh graduates as well as those with relevant field experience.

## Key features

The Master Degree in Development Communication and Extension provides students with training in the theory and methods of applied development communication through a broad exposure to the problems of agricultural extension, development communication, education, and community development approaches. It includes basic courses in areas such as communication, psychology and sociology and courses in applied areas such as use and management of information and communication technology, and marketing communication.

The course modules cover contents such as principles of adult education, group dynamics, participatory communication, extension approaches models, project planning in community development, implementation and evaluation of training programmes, design and production of multimedia programmes, journalism, preparation of publications, use of ICT (Information and Communication Technology) and management of databases.

No. of Credits: 30

Minimum Programme Duration: 3 semesters

Entry Requirements: Candidates possessing a Bachelor's degree in Social Sciences/Agriculture or any equivalent qualification from a recognized institute of higher education acceptable to the Senate of the University of Peradeniya.

Code	Title	Credits	Option
<b>First Semester</b>			
EX 5101	Principles of Communication	2	Compulsory / Foundation
EX 5103	Adult Psychology	2	Compulsory
EX 5104	Developmental Sociology	2	Compulsory
EX 5106	Communication for Development	2	Compulsory
EX 5110	Developmental Extension and Education	2	Compulsory
EX 5198	Directed Study*	5	Compulsory
EX 5199	Seminar	1	Compulsory
EX 5102	Principles of Organizational Management	2	Elective
EX 5105	Community Development	2	Elective
EX 5107	Organizational Theory and Behaviour	2	Elective
EX 5108	Human Resource Management	2	Elective
EX 5109	Information Retrieval	1	Elective
EX 5111	Gender and Development	2	Elective
EX 5112	Social Psychology	2	Elective
EC 5153	Resource Planning and Management	2	Elective
ST 5102	Basic Statistics	2	Prerequisite
<b>Second Semester</b>			
EX 5202	ICT for Development	2	Compulsory
EX 5210	Marketing Communication	2	Compulsory
EX 5198	Directed Study *	5	Compulsory
EX 5199	Seminar	1	Compulsory
ST 6253	Statistical Methods for Behavioural Sciences	2	Compulsory
EX 5201	Developmental Journalism	2	Elective
EX 5203	Project Management	2	Elective
EX 5205	Human Resource Development	2	Elective
EX 5206	Participatory Methods for Development	2	Elective
EX 5207	Management Information Systems	2	Elective
EX 5208	Social Research Methodology **	2	Elective
EC 5203	Development Economics	2	Elective

\* A Directed Study (EX 5198) has to be carried out by all the M.Sc. (Coursework) students in their second year

\*\* M.Sc. (Coursework and Research), M.Phil. and Ph.D. students should take Social Research Methodology course (EX 5208). This course would serve as a pre-requisite course for M.Sc. (Coursework) students for the Directed Study Course (EX 5198).

\* \*\*Required Skill Development Programmes

It is compulsory to attend the outdoor leadership and team building programme and the workshop on professional skill development organized by the BS. No credit will be given for these workshops.





Short Course on ICT Stewardship for Agricultural Extension



Students participating in Field Visits





# Master of Organizational Management

## Overview

This course has been designed to provide the theoretical foundation and to develop the competencies to become effective managers. The programme will strengthen leadership skills, management capabilities, interpersonal competencies and a positive outlook. Further, it will benefit both fresh graduates as well as those with relevant field experience

## Key features

The Master Degree Programme in Organizational Management provides students insight in theory and practices of organizational management through broad exposure to the problems of organizational and human resource management. This programme has been designed to provide leadership development for desired change, to understand systematic and strategic trends affecting the organization, to be knowledgeable in cutting edge methods of management and change. It addresses underlying causal factors, redesigning of organizational structures and work processes, problem solving, conflict management and enhancing team work while mediating conflicting interests to develop a broad consensus for action.

The course modules cover contents such as strategic human resource management, organizational culture and behavior, power politics, organizational development and change, human resource development, corporate relations, employee disciplinary procedure, basic labour and industrial laws, leadership development, corporate shared value, managerial ethics, project management, marketing communication, branding and advertising. The Master in Organizational Management is in par with any postgraduate Management degree offered by recognized institutions around the world.

No. of Credits: 30

Minimum Programme Duration: 3 semesters

Entry Requirements: Candidates possessing a Bachelor's degree in Management/Social Science/Agriculture or any equivalent qualification from a recognized institute of higher education acceptable to the Senate of the University of Peradeniya.

Code	Title	Credits	Option
<b>First Semester</b>			
EX 5102	Principles of Organizational Management	2	Compulsory / Foundation
EX 5107	Organizational Theory and Behaviour	2	Compulsory
EX 5108	Human Resource Management	2	Compulsory
EX 5112	Social Psychology	2	Compulsory
EX 5198	Directed Study*	5	Compulsory
EX 5199	Seminar	1	Compulsory
EX 5101	Principles of Communication	2	Elective
EX 5104	Developmental Sociology	2	Elective
EX 5105	Community Development	2	Elective
EX 5109	Information Retrieval	1	Elective
EX 5111	Gender and Development	2	Elective
EX 5113	Organizational Leadership	2	Elective
EX 5114	Corporate Relations	2	Elective
EC 5153	Resource Planning and Management	2	Elective
ST 5102	Basic Statistics	2	Prerequisite
<b>Second Semester</b>			
EX 5203	Project Management	2	Compulsory
EX 5205	Human Resource Development	2	Compulsory
EX 5209	Organizational Development and Change	2	Compulsory
EX 5198	Directed Study*	5	Compulsory
EX 5199	Seminar	1	Compulsory
ST 6253	Statistical Methods for Behavioural Sciences	2	Compulsory
EX 5202	ICT for Development	2	Elective
EX 5206	Participatory Methods for Development	2	Elective
EX 5207	Management Information Systems	2	Elective
EX 5208	Social Research Methodology**	2	Elective
BM 5203	Marketing Management	3	Elective
EX 5210	Marketing Communication	2	Elective

\* A Directed Study (EX 5198) has to be carried out by all the M.Sc. (Coursework) students in their second year

\*\* M.Sc. (Coursework and Research), M.Phil. and Ph.D. students should take Social Research Methodology course (EX 5208). This course would serve as a pre-requisite course for M.Sc. (Coursework) students for the Directed Study Course (EX 5198).

### \*\*\*Required Skill Development Programmes

It is compulsory to attend the outdoor leadership and team building programme and the workshop on professional skill development organized by the BS. No credit will be given for these workshops.





Outdoor leadership and team building Program 2019 batch



Students participating in Dining Etiquette Workshop for Professional Skills course module