

Department of Agricultural Extension

LIST OF COURSES OFFERED IN B. SC. (HONS.) AGRICULTURE AS PER THE REPORT OF THE ICAR SIXTH DEANS' COMMITTEE

S. No	Course Code	Department/ Course Title	Credit Hours	Sem
1	EXE-111	Communication Skills	2(1+1)	I
2	EXE-112	Rural Sociology and Educational Psychology	2 (2+0)	I
3	EXE-121	Personality Development	2(1+1)	II
5	EXE-221	Fundamentals of Extension Education	2(1+1)	IV
6	EXE-411	Agricultural Journalism (Elective Course)	4 (3+1)	VII
7	EXE- 474	RAWEP : Rural Agricultural Work Experience Programme	2(0+2)	VIII
		Total	14 (8+6)	

msingh-am
24/7/25

TSmyh
24.07.25

Detailed Syllabus (Sixth Dean Committee)

First Semester : EXE – 111 Communication Skills 2 (1+1)

Objectives

To acquire competence in oral, written and non-verbal communication, develop strong personal and professional communication and demonstrate positive group communication.

Theory

Communication Process: The magic of effective communication; Concept, nature and significance of communication process; Meaning, types and models of communication; Verbal and non-verbal communication; Linguistic and non-linguistic barriers to communication and reasons behind communication gap/miscommunication.

Basic Communication Skills: Listening, Speaking, Reading and Writing Skills; Precis writing/ Abstracting/Summarizing; Style of technical communication Curriculum vitae/resume writing; Innovative methods to enhance vocabulary, analogy questions.

Practical

Listening and note taking; Writing skills: precis writing, summarizing and abstracting; Reading and comprehension (written and oral) of general and technical articles. Group discussions; Public speaking exercises; Interview Techniques; organization of events.

Suggested readings

- 1) Allport, G. W. 1937. Personality: A Psychological Interpretation. Holt, New York.
- 2) Brown Michele and Gyles Brandreth. 1994. How to Interview and be Interviewed. Sheldon Press, London.
- 3) Carnegie Dale. 1997. The Quick and Easy Way to Effective Speaking. Pocket Books, New York.
- 4) Francis Peter S J. 2012. Soft Skills and Professional Communication. Tata

msingh
24/7/25

2
Amul
24/7/25

McGraw Hill, New Delhi.

- 5) Kumar S and Pushpa Lata. 2011. Communication Skills. Oxford University Press.
- 6) Neuliep James W. 2003. Intercultural Communication A Contextual Approach. Houghton Mifflin Co Boston.
- 7) Pease, Allan. 1998. Body Language. Sudha Publications, Delhi.
- 8) Raman M and Singh P. 2000. Business Communication. Oxford University Press.
- 9) Seely J. 2013. Oxford Guide to Effective Writing and Speaking. Oxford University Press.
- 10) Thomson A J and Martinet A V. 1977. A Practical English Grammar. Oxford University

msingh
24/7/25

Amal - T. Singh
24.7.25

First Sem: EXE-112 Rural Sociology and Educational Psychology

Objective

2 (2+0)

Provide knowledge on the concept and importance of sociology and rural sociology as well as the relationship with Extension Education

Theory

Extension Education and Agricultural Extension: Meaning, definition, scope, and importance. Sociology and rural sociology: Meaning, definition, scope, importance of rural sociology in Agricultural Extension, and interrelationship between rural sociology and Agricultural Extension. Indian Rural Society: important characteristics, differences and relationship between rural and urban societies. Social Groups: Meaning, definition, classification, factors considered information and organization of groups,

Social Stratification: Meaning, definition, functions, basis for stratification, forms of social stratification- characteristics and- differences between class and caste system. Cultural concepts: culture, customs, folkways, mores, taboos, rituals. Traditions: Meaning, definition and their role in Agricultural Extension. Social Values and Attitudes: Meaning, definition, types and role of social values and attitudes in agricultural Extension. Social Institutions: Meaning, definition, major institutions in rural society, functions, and their role in agricultural Extension. Leadership: Meaning, definition, classification, roles of leader, different methods of selection of professional and lay leaders. Psychology and educational psychology: Meaning, definition, scope, and importance of educational psychology in Agricultural Extension.

Teaching: Learning process: Meaning and definition of teaching, learning, learning experience and learning situation, elements of learning situation and its characteristics. Principles of learning and their implication of teaching.

Suggested readings

- 1) R. Desai -Rural Sociology in India

msingh
24/7/25

4
→

→ Smg
24/7/25

- 2) Dahama O. P. and Bhatnagar, O. P. - Education and Communication for Development
- 3) J.B. Chitambar -Introductory Rural Sociology
- 4) M.B. Ghorpade- Essential of psychology
- 5) Prepared You Tube videos
- 6) R Velusamy Textbook on Rural Sociology and Educational Psychology
- 7) Ray, G. L. -Extension Communication and Management
- 8) Sandhu A. S. -Textbook on Agricultural Communication
- 9) Web Materials

msingh
24/4/25

msingh
24.4.25

Second Sem: EXE - 121 Personality Development 2 (1+1)

Objective

To make students realize their potential strengths, cultivate their inter-personal skills and improve employability.

Theory

Personality Definition, Nature of personality, theories of personality and its types. shaping of personality and determinants of personality. Perception and attributes and factors affecting perception, Attribution theory and case studies on Perception and Attribution. Learning: Meaning and definition, theories and principles of learning, Learning and organizational behavior, Learning and training, learning feedback. Attitude and values, Intelligence- types of Intelligence, theories of intelligence, factors influencing intelligence, intelligence and Organizational behavior, emotional intelligence. Motivation- theories and principles.

Practical

Learning Styles and Strategies, Motivational needs, , Teamwork and team building, Group Dynamics, Conflict Management, Leadership styles, Case studies on Personality and Organizational Behavior.

Suggested reading

1. Andrews, Sudhir. 1988. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw- Hill.
2. Heller, Robert. 2002. Effective Leadership. Essential Manager series. Dk Publishing.
3. Hindle, Tim. 2003. Reducing Stress. Essential Manager series. Dk Publishing.
4. Lucas, Stephen. 2001. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
5. Mile, D.J. 2004. Power of Positive Thinking. Delhi. Rohan Book Company.
6. Pravesh Kumar. 2005. All about Self- Motivation. New Delhi. Goodwill Publishing House.
7. Smith, B. 2004. Body Language. Delhi: Rohan Book Company.
8. Shaffer, D. R. 2009. Social and Personality Development (6th Edition). Belmont, CA: Wadsworth.

Wingh
24/7/25

6

→ Smith
24.7.25

Fourth Sem : EXE 221 Fundamentals of Extension Education

Objectives

2 (1+1)

1. State the importance of extension education in agriculture
2. Familiarize with the different types of agriculture and rural development programs launched by govt. of India
3. Classify the types of extension teaching methods
4. Elaborate the importance and different models of communication
5. Explain the process and stages of adoption along with adopters' categories

Theory

Education: Meaning, definition and Types; Extension Education: meaning, definition, scope and process; objectives and principles of Extension Education; Extension Programme planning: Meaning, Process, Principles and Steps in Programme Development. Extension systems in India: extension efforts in pre-independence era (Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, etc.); Reorganised Extension System (T&V system) various extension/ agriculture development programs launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND, NATP, NAIP, etc.). New trends in agriculture extension: privatization extension, cyber extension/ e-extension, market-led extension, farmer-led extension, expert systems, etc., Attributes of Innovation,

Rural Development: concept, meaning, definition; various rural development programs launched by Govt. of India. Community Development: meaning, definition, concept and principles, Philosophy of C.D. Rural Leadership: concept and definition, types of leaders in rural context; oncept and definition, monitoring and evaluation of extension programs; transfer of technology: concept and models, extension teaching methods: meaning, classification, individual, group and mass contact methods, ICT Applications in TOT (New and Social Media), media mix strategies; communication: meaning and definition; Agriculture journalism; diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories.

msingh
24/9/25

7

msingh
24/9/25

Practical

To get acquainted with university extension system. Group discussion- exercise; Identification of rural leaders in village situation; preparation and use of AV aids, preparation of extension literature (leaflet, booklet, folder, pamphlet news stories and success stories); Presentation skills exercise; micro teaching exercise; exposure to mass media: visit to community radio and television studio for understanding the process of programme production; Script writing, writing for print and electronic media, developing script for radio and television.

Suggested readings

1. Adivi Reddy, A. 2001. Extension Education, Sree Lakshmi press, Bapatla.
2. Dahama, O. P. and Bhatnagar, O.P. 1998. Education and Communication for Development, Oxford and IBH publishing Co. Pvt. Ltd, New Delhi.
3. Jalihal, K. A. and Veerabhadraiah, V. 2007. Fundamentals of Extension Education and Management in Extension, Concept publishing company, New Delhi.
4. MuthaiahManoraharan, P. and Arunachalam, R., Agricultural Extension, Himalaya Publishing House (Mumbai).
5. Sagar Mondal and Ray, G. L., Text Book on Rural Development, Entrepreneurship and Communication Skills, Kalyani Publications.
6. Rathore, O. S. et al. 2012. Handbook of Extension Education, Agrotech Publishing Academy, Udaipur.
7. Dudhani, C.M., Hirevenkatgoudar, L.V., Manjunath, L. Hanchinal, S.N. and Patil, S.L. 2004. Extension Teaching Methods and Communication Technology, UAS, Dharwad.
8. Sandhu, A.S. 1993. Text book on Agricultural Communication: Process and Methods. Oxford and IBH Publishing Pvt. Ltd, New Delhi.
9. Singh, A.K., Lakhan Singh, R. and Roy Burman. 2006. Dimensions of Agricultural Extension. Aman Publishing House, Meerut

msingh
24/7/25⁸

and
24/7/25

Seventh Sem : EXE411 Agricultural Journalism (Elective Course) 4 (3+1)

Objectives

To impart knowledge and skill in agricultural journalism

Theory

Journalism – Meaning, nature, importance, and types of journalism. Agricultural Journalism – Meaning, definition, principle, objectives, types, and scope. Similarities and difference between agricultural journalism and other types of journalism. Role of agricultural journalist, Training of agricultural journalist. Qualities of journalist, Role of journalist /journalism in agricultural development and development of newspaper and magazines readers. Newspaper and magazines as communication media: The agricultural story: Types of Agriculture stories, subject matter of the agricultural story, structure of the agricultural story. Success stories- definition, nature, components, guidelines of writing a success story. Writing a news story difference between news and feature story, the principle of writing a news story, Inverted pyramid structure. How to improve readability of articles and stories. Use of photograph in agricultural journalism- Basic principles of photography – composition, exposure, lens, light.

Practical

Practice in writing an agricultural news story. Practice in writing an agricultural feature story. Covering agricultural events for the information collection. Practice in interviewing for the information collection. Selecting pictures and artwork for the agricultural story. Practice in headline and title writing. Practice in lay outing of newspaper. Testing copy with a readability formula. Visit a publishing office.

Suggested Readings

1. Introduction to Journalism by Carole Fleming, Emma Hemmingway, and Gillian Moore.
2. Basic Journalism by Rangaswami Parthasarathy.
3. News Reporting and Editing by K. M. Shrivastava.
4. Professional Journalism by M.V. Kamath.

msingh
24/7/25

msingh
24.7.25

5. The Journalist's Handbook Book by M.V. Kamath.
6. Farm Journalism and Media Management – Bhaskaran et al.
7. Agricultural Extension and farm Journalism – A K Singh.
8. Farm Journalism – Jana and Mitra.
9. Web Materials.
10. Prepared You Tube videos.

msingh
24/7/25

msingh
24.7.25

Ph.D. Syllabus for Agricultural Extension

Course Title: Advanced Study in Agricultural Extension

Course Code: EXE - 601

Credits: 4(4+0) – Four lecture hours per week

Unit – 1 Introduction to Technology Commercialization

- Definitions: innovation, invention, commercialization.
- Types of technologies in agriculture: process, product, organizational.
- Diffusion vs. commercialization.

Unit - 2 Writing Research Reports

- Structure of a thesis/report
- Referencing styles
- Plagiarism, ethics in publication
- Designing a research proposal
- Design & Develop Survey & Its testing
- Developing a survey instrument
- Field survey and data collection
- Prepare synopsis for research

Unit -3 Data Collection Techniques

- Surveys, structured/unstructured interviews, observation, focus group discussions (FGDs)
- Use of ICT and mobile-based tools in data collection
- Scale Development Technique

Unit – 4 Media and Materials for Instruction

- Types of instructional media: print, audio, video, digital media.
- Design and use of PowerPoint, info graphics, videos, podcasts.
- Low-cost teaching aids for rural and field-level instruction.

Unit - 5 ICT in Agricultural Extension and Training

- Use of computers, AI tools and mobile application technique.
- Interactive multimedia for farmer education and training.
- Participatory video and community radio for rural community.
- Concept of Developing e-extension platforms and mobile-based advisory content.

msingh
24/7/25

and → T. Singh
24.7.25