



Subject Module
 Department of Agribusiness
 Faculty of Agriculture
 University of Islam Malang

MODULE HANDBOOK

Module Title	Agricultural Extension and Communication
Module Level, if available	Undergraduate Study Program of Agribusiness
Course Code	MKW 607014
Headings, if available	-
Course (MK)	Agricultural Extension and Communication
Semester	2
Course Coordinator	Ir. Sri Hindarti, M.Si
Teaching Team	-
Language of instruction	Indonesian Language/ English
Linkages with the Curriculum	Study Program : Agribusiness Specialization: Agribusiness Type : Compulsory / Elective
Learning Methods and Duration	<ol style="list-style-type: none"> 1. Lecture: 100 minutes/meeting (14 meetings) 2. Practicum : 170 minutes/meeting (8 meetings) 3. Structured Assignments/individual and group Assignments presentation
Student Study Load	<ol style="list-style-type: none"> 1. Lecture: 100 minutes/meeting (14 meetings) 2. Practicum: 170 minutes/meeting (8 meetings) 3. Structured Assignments/quiz/group presentation 4. Attendance: 75% of total attendance
Credit Weight	3 credits or 5.1 ECTS
Requirements for Passing the Course	<ul style="list-style-type: none"> • Attendance $\geq 75\%$ • The final score of all the components of the learning evaluation ≥ 50 The final score component: <ul style="list-style-type: none"> • 20% Midterm Exam • 20% Final Exam • 30% Practicum • 20% Structured Assignments (individual and group) • 10% Presence
Prerequisite Courses	-
Learning Outcomes	The expected learning outcomes are: <ol style="list-style-type: none"> 1. Able to respond to problems regarding entrepreneurship, agribusiness, and green food. (ILO 1) 2. Able to understand the rules and principles of agribusiness sciences, social sciences, economics, and agricultural techniques as the basic for innovative agribusiness disciplines. (ILO 2) 3. Able to apply a variety of fundamentally oriented methods to solve specific practical problem related to agribusiness (ILO 5)

	<ol style="list-style-type: none"> 4. Able to solve problems, topics and processes related to the achievement of agribusiness according to concepts and strategies in problems solving (ILO 8) 5. Able to work efficiently, independently and teams work using a variety of methods to communicate effectively with in the scientific community and society.(ILO 9) 6. Behave in accordance with the code of ethics and responsibilities of the agribusiness entrepreneur profession including marketing management, acquisition project management, human resource management and control (ILO 10)
<p>Learning Content</p>	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> 1. Capable of identifying and resolving issues related to entrepreneurship, agribusiness, and greenfppd with complete accountability 2. Capable of efficiently communicating and negotiating with the community and stakeholders in 3. Capable of conducting scientific analyses of agriculture's characteristics and socioeconomic challenges and developing concepts and extension programs to promote agricultural sustainability 4. Capable of developing adult learning concepts for successfully and efficiently communicating science and technology, as well as agricultural advances 5. Capable of comprehending and applying extension science's rules/principles, philosophies, aspects, and methodologies in order to solve challenges specific to the local agricultural environment. <p>Among the subjects are the following:</p> <ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> • Comprehension, principles • Concept of extension 2. Extension's Functions, Roles, and Philosophy: <ul style="list-style-type: none"> • Outreach's purpose and role in counseling • Counseling philosophy 3. Extension Elements: <ul style="list-style-type: none"> • Counseling source • Extension materials • Extension approach • Extension goals and objectives 4. Supplementary Materials: <ul style="list-style-type: none"> • Extension's definition and scope • Counseling source • Required educational materials 5. Extension Techniques and Methods: <ul style="list-style-type: none"> • a working knowledge of extension methods and procedures • an approach to extension methods; and • effective extension tactics and strategies. 6. Adult Education's Learning Theory and Principles: <ul style="list-style-type: none"> • Types, methods, principles, characteristics, and psychological aspects affecting learning 7. Extension institutions <ul style="list-style-type: none"> • Extension management and organizational forms • The extension model and its footprint in Indonesia 8. Innovation Diffusion and Adoption: <ul style="list-style-type: none"> • Definition and features of innovation • variables affecting the innovation adoption process

	<ul style="list-style-type: none"> • the rate at which innovations are adopted • social networks and dissemination. <p>9. Communication Fundamental Concepts:</p> <ul style="list-style-type: none"> • communication aspects and processes • communication classification • communication barriers and enabling conditions for effective communication <p>10. Print Media, Audio Media, Audio Visual Media, Real and Imitation Media</p> <p>11. Effective communication strategies in agricultural extension include the following:</p> <ul style="list-style-type: none"> • A personal approach to communication and the use of media <p>12. Introduction to Work Areas and Expansion Objectives:</p> <ul style="list-style-type: none"> • Methods for introducing extension work areas • Aspects of introducing extension work areas <p>13. Expansion of Small Projects:</p> <ul style="list-style-type: none"> • Data collecting • Data processing • Troubleshooting • Goal establishing • Activity plan determination
Test Terms and Forms	<p>Examination requirements: A minimum of 75 % attendance to attend the final exam</p> <p>Forms of examination: Essay</p>
Learning Media	<p>Projector and screen, Zoom application, Google Classroom, e-book, WA Group, Learning Management System (LMS UNISMA)</p>
References	<p>Main reference:</p> <ol style="list-style-type: none"> 1. UU Republik Indonesia No. 16 Tahun 2006. Tentang Sistem Penyuluhan Pertanian, Perikanan dan Kehutanan. Jakarta. 2. <u>H. Stuart Hawkins</u>, 1988. Penyuluhan Pertanian (Agricultural Extension). Kanisius Yogyakarta. 3. <u>Totok Mardikanto</u>, 2009. Sistem Penyuluhan Pertanian. Universitas Sebelas Maret.Solo. 4. <u>Vanessa Scarborough</u>, 2009. Farmer-led Extension: Concepts and Practices. Intermediate Technology.London <p>Supporting reference:</p> <ol style="list-style-type: none"> 1. Mardikanto, T. 1993. Penyuluhan Pembangunan Pertanian. Surakarta: Sebelas Maret University Press.