

University of Pretoria Yearbook 2017

Human and organisational behaviour change and management 429 (AGV 429)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Agric Econ, Ext + Rural Dev
Period of presentation	Year

Module content

Understanding behaviour: characteristics of human behaviour and basic concepts; perception, decision making and problem solving, learning, innovativeness and adoption behaviour; Diffusion of Innovations: elements and phases of diffusion, opinion leaders and contact farmers, methodological implications for extension. Psychological, cultural and social barriers to change. Behaviour change or modification: comparison of different approaches and strategies. A practical model: background principles and theories, identifying “forces” or behaviour determinants; designing effective extension messages for development programmes. Introduction to organisational dynamics. Role of extension organisations in rural development. Theoretical perspectives on organisational change. Understanding organisations and society; organisational pathologies; organisational effectiveness.

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