



University of Pretoria Yearbook 2021

Human and organisational behaviour change and management 729 (AGV 729)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
NQF Level	08
Programmes	BAgricHons Extension
Prerequisites	No prerequisites.
Contact time	1 four-hour lecture in 5 block week sessions
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Year

Module content

Understanding change and the time lag phenomenon. Principles of human behaviour and its influence on change. Theoretical perspectives on behaviour change. Understanding resistance and barriers to change. Adoption and diffusion of new innovations. Theories and models of decision-making. Introduction to organisational dynamics; Role of Extension organisations in Rural Development. Theoretical perspectives on organisational change; organisations as rationale and open systems. Understanding organisations and society; organisational pathologies; organisational effectiveness.

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