



University of Pretoria Yearbook 2022

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

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| 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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