



EXTENSION SERVICES IN AGRIBUSINESS

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Extension services in Agribusiness
Study program:	Agribusiness
Level of study:	Bachelor
Course status:	Obligatory (O)
Study year:	2 year / 4 semester
Number of hours per week:	2 + 2
Credit value – ECTS:	6 ECTS
Time/location:	To be announced
Lecturer:	Prof. Ass. Dr. Nol Krasniqi
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Course description:	Agricultural extension is the application of scientific research and knowledge to agricultural practices through farmer education. This course examines advisory services in the agribusiness sector and the importance of these services as a crucial role in boosting agricultural productivity, increasing food security, improving rural livelihoods and promoting agribusiness as an engine of sustainable economic growth in rural areas. The role of advisory services in ensuring that farmers have access to improved technologies, the importance of cooperation and the latest information on access to funds through local and international grants are also addressed. Through advisory services to farmers, as well as rural communities which address broader socio-economic issues in rural areas.
Course objectives:	This course aims to develop student skills to identify and understand extension services in the agribusiness sector. It also provides theoretical and practical knowledge regarding extension services in the agribusiness sector. It determines the importance of the public sector for the establishment of advisory services, strategies and objectives, as well as focuses on the functioning of advisory services in the world, Europe, region and in Kosovo. Developing students' skills to know and understand the process of planning, designing and implementing extension services strategies is an important priority of this course.



Learning outcomes:	Upon completion of this course, students will be able to: ▪ To understand the principles of extension services, methods, organizational issues and professional advices ▪ To learn the situation of conversations in the role of advisory and the client ▪ To recognize their attitudes (client) and build new behavioral repertoires ▪ To acquiring the functioning of systems and methods of extension services in Europe and the region. ▪ Be able to provide support through advisory services to farmers, as well as rural communities that address broader socio-economic issues in rural areas. ▪ To recognize the effects of advisory services in the agricultural sector on competitiveness and market orientation. ▪ To understand the role of advisory services in providing up-to-date information and access to support forms for farmers and SMEs applying for grants and subsidies that are available through the MAFRD and EU / donor programs.		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	14	28
Exercise theoretical/laboratory	2	15	30
Practice work	1	3	3
Contact with lecturer/consultations	1	15	15
Field exercises	1	3	3
Mid-terms, seminars	2	2	4
Homework	1	13	13
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	8	16
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	4	1	4
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 10%, ▪ Final exam: 60%.		
Literature			
Basic Literature:	Davis, K., S. C. Babu, and C. Ragasa. (2020). Agricultural Extension: Global Status and Performance in Selected Countries. International Food Policy Research Institute. Washington, DC		



	William McLeod Rivera, M. Kalim Qamar (2003) Agricultural Extension, Rural Development and the Food Security Challenge. FAO, Rome Jock R. Anderson, Gershon Feder (2007) Agricultural Extension. Handbook of Agricultural Economics, Volume 3. Elsevier
Additional Literature:	Maurice J. Rolls (2001) Review of farm management in extension programmes in central and eastern european countries. FAO, Rome. RKS - Ligji nr. 04/L-074 Për Shërbime Këshilluese për Bujqësi dhe Zhvillim Rural MAFRD (2020) – Green Report Kosovo EU commision (2010) Report from the Commission to the European Parliament and the Council on the application of the Farm Advisory System, Brussels. Katrin P., Labartheb P., Monica Caggianob M., Lorenzo-Arribasca A. (2016) How does commercialisation impact on the provision of farm advisory services? Evidence from Belgium, Italy, Ireland and the UK. Land Use Policy. Elsevier

Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to the concepts and principles of advisory services	Discussion and distribution of the semestral project topics.
Second week:	The need for a better understanding of the status and performance of additional and advisory services	Assignments, quizzes and case studies related to the topic of the first week lecture.
Third week:	Global trends in staffing and methods in extension services	Assignments, quizzes and case studies related to the topic of the second week lecture.
Fourth week:	Comparison of National Extension Services Systems: Implementing the Most Appropriate Framework	Assignments, quizzes and case studies related to the topic of the third week lecture.
Fifth week:	Methods of Advisory Services	Assignments, quizzes and case studies related to the topic of the fourth week lecture.
Sixth week:	Performance of Advisory Services	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
Seventh week:	Differentiated strategies to reduce poverty and food insecurity – role of extension	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
Eighth week:	Midterm exam	Assignments, quizzes and case studies related to the topic of the seventh week lecture.



<i>Ninth week:</i>	The difference between agricultural extension services and rural extension services	Assignments, quizzes and case studies related to the topic of the eighth week lecture.
<i>Tenth week:</i>	Public and Private Advisory Services as well as the partnership between them.	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Conceptual framework for the analysis of extension services organizations	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	Extension services in European Union - FAS	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Extension services in Kosovo and the Region	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
<i>Fourteenth week:</i>	Law no. 04 / L-074 on Extension services for Agriculture and Rural Development	Assignments, quizzes and case studies related to the topic of the thirteenth week lecture.
<i>Fifteenth week:</i>	Presentation of the semester projects.	Presentation of the course projects.
Academic policies and rules of conduct:		
▪ Student should be aware of and respect the institution and Code of ethics. ▪ Student should respect the schedule of lectures, exercises and be attentive. ▪ It is mandatory possess and present student ID card in the mid-terms and exam, ▪ During compilation of course projects, student must adhere the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones.		