



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Extension Management Fundamentals for Agriculture

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252490 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course provides a comprehensive understanding of extension management principles in the agricultural sector. Participants will learn to plan, implement, and evaluate extension programmes effectively, ensuring improved agricultural practices and stakeholder engagement. The course equips learners with the skills to manage extension services that support sustainable agricultural development.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252490
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply extension management principles to plan and coordinate agricultural extension programmes.
- Analyze the needs of stakeholders and design appropriate extension interventions.
- Evaluate the effectiveness of extension programmes using relevant monitoring and evaluation tools.
- Demonstrate leadership and communication skills to facilitate knowledge transfer among farmers and communities.
- Implement strategies for resource management and sustainability in extension services.
- Assess the impact of extension activities on agricultural productivity and rural development.

WHO SHOULD ATTEND

- This course is ideal for agricultural extension officers, managers, supervisors, and professionals involved in advisory services, rural development, or agricultural training.
- It is also suitable for individuals seeking to enhance their management capabilities in agricultural extension.

COURSE OUTLINE

Day 1: Introduction to Extension Management

- Definition and purpose of agricultural extension
- Historical development of extension in South Africa
- Role of extension in rural development and food security
- Stakeholders: farmers, government, NGOs, private sector
- Overview of extension management functions

Day 2: Communication and Adult Learning Principles

- Adult learning principles (andragogy)
- Communication models and channels
- Participatory approaches: PRA, FFS
- Cultural sensitivity and language considerations
- Handling resistance and conflict

Day 3: Needs Assessment and Programme Planning

- Methods for needs assessment: surveys, focus groups, observation
- SWOT analysis and problem tree
- Logical framework approach
- Programme design and budgeting
- Stakeholder involvement in planning

Day 4: Extension Methods and Technology Transfer

- Individual methods: farm visits, office calls
- Group methods: workshops, field days, demonstrations
- Mass media: radio, print, video
- Technology adoption and diffusion
- ICT tools: SMS, apps, online platforms

Day 5: Monitoring and Evaluation in Extension

- M&E; concepts and indicators
- Data collection tools: questionnaires, interviews, observation
- Data analysis and interpretation
- Reporting and feedback loops
- Participatory M&E;: community scorecards

Day 6: Leadership and Team Management

- Leadership styles and situational leadership
- Team dynamics and roles
- Conflict resolution techniques
- Motivation theories and application
- Partnership building with stakeholders

Day 7: Financial Management and Resource Mobilisation

- Budgeting principles and cost estimation
- Resource mobilisation: grants, sponsorships, partnerships
- Proposal writing basics
- Financial monitoring and reporting

- Ethics and accountability

Day 8: Policy, Legislation and Institutional Frameworks

- Agricultural policy framework: NDP, CASP, etc.
- Legislation affecting extension: Land Reform, Conservation
- Institutional roles: DAFF, provincial departments, commodity organisations
- Policy analysis and advocacy
- Compliance and reporting requirements

Day 9: Integration, Case Studies and Action Planning

- Case studies of successful extension programmes
- Challenges and lessons learned
- Developing an extension management action plan
- Peer review and feedback
- Course evaluation and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	21 Aug 2026	On-Campus	Mauritius
12 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	28 Aug 2026	On-Campus	Shenzhen, China

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252490) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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