

Department of Agricultural Communication

**College of Agriculture
G.B. Pant University of Agriculture & Technology
Pantnagar-263145, Uttarakhand**

Academics

Degree Offered:

M.Sc. (Agricultural Extension & Communication) 08 Seat + 2 JRF (ICAR) = 10 Seats
Ph.D. (Agricultural Extension & Communication) 04 Seats (1 Other state)

Course Offered:

U.G.

- 1- Fundamentals of Agricultural Extension: Course No. AAC-306, Credit: 3(2+1)
- 2- Entrepreneurship Development and Business Communication: Course No: AAC-308, Credit Hours: 2(1+1)
- 3- Communication Skills for Agricultural Development: Course No. AAC-307 Credit: 2(1+1)

P.G.

M.Sc. (Agricultural Extension & Communication)

Core Courses

Sl. No.	Course No.	Course Title	Cr. Hrs.
1.	AAC-530	Research Methods in Behavioral Sciences	3 (2-0-1)
2.	AAC-602	Foundations of Human Behavior	3 (2-0-1)
3.	AAC-603	Fundamentals of Development Communication	3 (2-0-1)
4.	AAC-605	Perspective of Distance Education	2 (2-0-0)
5.	AAC-635	Training for Human Resource Development	3 (2-0-1)
6.	AAC-650	Trends in Extension Education	3 (2-0-0)
7.	AAC-654	Diffusion and Adoption of Innovations	2 (2-0-0)
8.	AAC-600	Master's Seminar	1
Sub Total			19

Basic Supporting Courses

1.	BPS-561	Statistical Methods	3(2-0-1)
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Optional / Minor Courses (8 Credits) 8

Theses Research (20 Credits)

AAC-690	Thesis Research	20
	Total	50

Ph .D. (Agricultural Extension and Communication)

Core Courses (14 Credits)

Sl. No.	Course No.	Course Title	Cr. Hrs.
1.	AAC-666	Advanced Management Techniques	3(2-0-1)
2.	AAC-703	Advances in Agricultural Extension	3(2-0-1)
3.	AAC-706	Instructional Technology	3(2-0-1)
4.	AAC-730	Advanced Design and Techniques in Social Science Research	3(2-0-1)
5.	AAC-788	Doctoral Seminar I	1
6.	AAC-789	Doctoral Seminar II	1
		Sub Total	14

Basic Supporting Course

1.	BPS-671	Theory of Sampling	3(2-0-1)
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Optional Courses (3 Credits) 3

Minor Courses (10 Credits) 10

Thesis Research (45 Credits) 45

AAC-790 Ph.D. Thesis Research

Compulsory Courses for the Minor of Ph.D. for Other Discipline

BHS/AAC-702	Foundations of Psychology	3(3-0-0)
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BHS/AAC-661	Dynamics of Social Change	2(2-0-0)
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List of post Graduate Courses of the department

1.	AAC-530	Research methods in Behavioral Sciences	3(2-0-1)
2.	AAC-600	Master's Seminar	1
3.	AAC-601	Special problem	1-2
4.	AAC-602	Foundations of human Behavior	3(2-0-1)
5.	AAC-603	Fundamentals of Development Communication	3(2-0-1)
6.	AAC-604	Gender Sensitization for Development	3(2-0-1)
7.	AAC-605	Perspectives of Distance Education	2(2-0-0)
8.	AAC-606	Media Production and Management	3(2-0-1)
9.	AAC-607	E-Extension	3(2-0-1)
10.	AAC-608	Visual Communication	3(2-0-1)

11. AAC-610	Speech Communication	3(1-0-2)
12. AAC-611	Interpersonal Communication	3(1-0-2)
13. AAC-612	Communication Media and Information Technology	2(1-0-1)
14. AAC-620	Radio for Rural Development	3(1-0-2)
15. AAC-621	Video for Rural Development	3(1-0-2)
16. AAC-630	Photography for Development	3(1-0-2)
17. AAC-631	Field Publication Methods	3(2-0-1)
18. AAC-632	Advertising and Publication Relation	3(2-0-1)
19. AAC-633	Folk and Traditional Media	2(2-0-0)
20. AAC-635	Training for Human Resource Development	3(2-0-1)
21. AAC-636	Managerial Skills for Extension Professionals	2(2-0-0)
22. AAC-640	Publication Editing and Production	3(1-0-2)
23. AAC-641	Agricultural Journalism	3(2-0-1)
24. AAC-642	Science Reporting	3(2-0-1)
25. AAC-643	Script Writing for Development Media	2(2-0-0)
26. AAC-650	Trends in Extension Education	2(2-0-0)
27. AAC-652	Rural Development Programme	2(2-0-0)
28. AAC/BHS-653	Dynamics of Rural Leadership	2(2-0-0)
29. AAC-654	Diffusion and Adoption of Innovations	2(2-0-0)
30. AAC-656	Teaching Methodology	2(1-0-1)
31. AAC-657	Youth Work in Agricultural Extension	2(2-0-0)
32. AAC-658	Agriculture Education	2(1-0-1)
33. AAC-659	Participatory Methods in Extension	2(1-0-1)
34. AAC-660	Communication Evaluation	3(2-0-1)
35. AAC/BHS-661*	Dynamics of Social Change	2(2-0-0)
36. AAC-662	Sociology of Communication	2(2-0-0)
37. AAC-663	Organizational Communication	2(2-0-0)
38. AAC-665	Entrepreneurship Development and Management in Extension	3(2-0-1)
39. AAC-666	Advanced Management Techniques	3(2-0-1)
40. AAC-667	Writing Skills for Professional	2(1-0-1)
41. AAC-668	Professional Skills	2(1-0-1)
42. AAC-669	Advances in Training Technology	3(2-0-1)
43. AAC-670	Market Led Extension Management	2(1-0-1)
44. AAC-671	Transfer of Technology in Agriculture	3(2-0-1)
45. AAC-672	Organizational Development	3(2-0-1)
46. AAC-690	Master's Thesis Research	20
47. AAC/ BHS-702	Foundation of Psychology	3(3-0-0)
48. AAC-703	Advances in Agricultural Extension	3(2-0-1)
49. AAC-706	Instructional Technology	3(2-0-1)
50. AAC-730	Advanced Design and Techniques in Social Science Research	3(2-0-1)
51. AAC-788	Doctoral Seminar – I	1
52. AAC-789	Doctoral Seminar –II	1
53. AAC-790	Ph.D. Thesis Research	