

COURSE CODE:	AAD 502
COURSE TITLE:	Psychology for Agricultural Personnel
NUMBER OF UNITS:	2 Units
COURSE DURATION:	Two hours per week

COURSE DETAILS:

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COURSE CONTENT:

Psychology for Agricultural Personnel will familiarize students of Agricultural Administration with the definition, scope and all aspects of Psychology for Agric. Admin. Students. It will examine the meaning, scope and importance of psychology in agric. administration. Issues relating to behaviour and its modification will be addressed. In addition, methods of influencing human behaviour to favour an organization analysed. Also, concept of perception and its importance in agricultural work will be discussed. Motivation and various motivational theories will be discussed during the course. Lastly, learning, its principle, theories and factors affecting it will be discussed.

COURSE REQUIREMENTS:

Students are expected to participate in all the course activities and have a minimum of 75% attendance to qualify for writing the final examination. Students will be required to submit a report of web research on any of the topics treated in this course. This will account for part of the continuous assessment. Students will be expected to treat all study questions and submit assignments weekly for grading. All class assignments should be word-processed on A4 paper.

READING LIST:

1. Balogun, S.K. (1994). *Essentials of Social Psychology* Sam Bookman Ibadan ISBN: 978-2165-27-1.
2. Boyatzis, R. E., Cowen, S. S., & Kolb, D. A. (Eds., 1995). Innovation in professional education: Steps in a journey from teaching to learning. San Francisco: Jossey-Bass.
3. Boyatzis, R. E. & Kolb, D. A. (1995, March-April). From learning styles to learning skills:
The Executive Skills Profile. Journal of Managerial Psychology, 10(5), 3-17. 2.
4. Odunukwe, J. (2002). *Basic Psychology*. Academic Publishing Company. ISBN: 978-2667-35-8
4. Boyatzis, R. E. & Kolb, D. A. (1997). Assessing individuality in learning: The Learning

Skills Profile. Educational Psychology, 11(3-4), 279-295.

5. Coover, F. D. (1993) Computer self-efficacy in professional nurses: An analysis of selected factors using latent variable structural equation modeling. [CD-ROM]. Abstract from Pro Quest File: Dissertation Abstracts Item 9233004.
6. Douglas McGregor - theory x y <http://www.businessballs.com/mcgregor.htm>

LECTURE NOTES

1.1 Psychology for Agricultural Personnel

Psychology for Agricultural Personnel addresses the meaning, scope and meaning of psychology in agricultural administration. Psychology for agricultural administration as a course will also concentrate on the behaviour of a personnel and its modification. This is necessary because the behaviour of a person will affect his/her performance in workplace. Good understanding of factors that affect individual behavior will be explained during the course. In addition, concepts like individual perception, personality development, and issues relating to motivation and its effect on individual performance will be discussed.

1.2 Course Justification:

The course will concentrate on the understanding of psychology of personnel in an organization for example agricultural organizations. The course will assist to prepare the Agricultural Administration students for the tasks ahead in respect of understanding the behaviour of personnel at workplace. The students at the end of the course will have sound knowledge of how to motivate staff of an organization through motivation. The course will lay emphasis on concept of perception, its importance in agricultural work. The knowledge therefore acquired from the course will help students to understand the behaviour of personnel at workplace and know how to motivate them in the interest of the organization. The approach to enhance staff learning capability will also be understood by the students.

1.3 Course Objectives:

The general objective of the course is to enable students acquire knowledge of the principles psychology, which is needed in understanding the personnel who carry out different organizational tasks in an organization.

At the end of the course, students will be able to:

- define the concept of psychology;
- understand the various field where psychology is needed;
- describe the scope and importance of psychology for Agric. Admin.;
- discuss the behaviour of a personnel and its modification to favour organizational growth;
- describe methods of influencing human behaviour;
- define personality development and individual difference;
- define the concept of perception and its importance in agricultural work;
- describe motivation its concept and theories;
- analyse concept of learning and its theories;
- understand the principles and theories of learning and experimental learning;
- discuss factors affecting learning; and
- describe principle of group dynamics

1.4 Course Requirements:

Students are expected to participate in all the course activities and have a minimum of 75% attendance to qualify for writing the final examination. Students will be required to submit a report of web research on any of the topics treated in this course. This will account for part of the continuous assessment. Students will be expected to treat all study questions and submit assignments weekly for grading. All class assignments should be word-processed on A4 paper.

1.5 Methods of Grading:

Number of items to be scored

1. Class Assignment 5
2. Class Participation 10
3. Class Test 10
4. Internet Contribution 5
5. Comprehensive Final Examination 70

Total 100

1.6 Course Delivery Strategies:

The course objectives will be achieved by the traditional face-to-face weekly lecture on designed topics, theoretical materials (lecture notes) provided during lectures, seminars, visiting speakers and group exercises. The course delivery strategies will be supported through tutorials and study review at the end of the semester. Students will be encouraged and required to read around the topics and follow psychological issues in the media and on the web. Groups' participation will be encouraged to achieve robust contributions from the students on psychology related issues. Short quiz will be given fortnightly to encourage students' familiarity with their lecture note and good performance during the final exam. The scores of the weekly assessment will be used as part of the continuous assessment score.

2.0 LECTURE CONTENT

Week1: The Scope, Definition of psychology for Agricultural Personnel

Objective: Students will be able to discuss the importance of studying psychology

Description:

1st Hour: A general overview of the course will be introduced to students. The need for the study of psychology will be examined. The course requirements, methods of grading and some of the course delivery strategies will be described.

2nd Hour: The scope and definition of psychology will be discussed. The need for agricultural administration students to acquire necessary knowledge on the concept of psychology will be emphasized. The difference aspects of psychology will be discussed while social psychology more relevant to Agricultural Administration will be emphasized

Study Questions:

1. What is psychology?
2. Why is the study of psychology necessary for agricultural administration students?
3. What is the difference between social psychology and other aspect of psychology?

Week 2: Scope and importance of psychology for Agricultural Administration

- **Objective:** Students will learn the scope and importance of psychology in Agric. Admin.

Description:

1st Hour: Scope of psychology for Agric. Admin. will be discussed among students

2nd Hour: The importance of psychology to Agric. Admin will be analysed during the course.

Study Questions:

1. Explain the scope of psychology for Agric. Admin.

2. Explain the importance of Psychology in Agric. Admin.
3. Describe how knowledge of psychology can assist personnel of agric. organisation to function effectively.

Assignment:

1. Why is the study of psychology important in an organization?
2. Knowledge of psychology is important for effective performance of personnel in an organization, explain.

Week 3: Personnel behaviour and its modification to favour organizational growth

- Objective:** (i) Students will study personnel behaviour.
(ii) Students will learn why modification of personnel behaviour is necessary in organizational growth

Description:

1st Hour: The concept of behaviour of personnel in an organization will be discussed

2nd Hour: Why modification of personnel behaviour to achieve organizational growth will be discussed.

Study Questions:

1. Explain the meaning of personnel behaviour.
2. Discuss why it is necessary to modify human behaviour in organisation
2. Enumerate different ways of modifying personnel behaviour.
3. Why is behaviour modification necessary in an organization?

Week 4: Methods of influencing human behaviour;

- Objectives:** (i) Students will be asked to discuss the concept of human behaviour.
(ii) Students will understand how to influence human behaviour

Description:

1st Hour: The concept of human behaviour and example students are familiar with will be discussed.

2nd Hour: The different ways of influencing human behaviour will be discussed during the course. Effect of influencing the behaviour on the organization will be analysed.

Study Questions:

1. What is the essence of influencing human behaviour?
2. Identify effects of influencing human behaviour on organization

Week 5: Personality development and individual difference

Objective: Students will discuss concept of personality development and individual difference.

Description:

1st Hour: The concept of personality development and how it can be achieved will be discussed.

2nd Hour: Concept of individual difference and its effect on the organization performance will be discussed

Study Questions:

1. Define with brief illustration the concept of personal development and individual difference
2. Why is it important to encourage personal development of staff in organisations?
3. Why is it necessary for a manager to understand the effect of individual difference on organization performance?

Week 6: Concept of perception and its importance in agricultural work

Objective: - Students will describe the concept of perception and analyze its importance in agricultural work.

Description:

1st Hour: Define the concept of perception and the need for having sound knowledge of its meaning as a staff of an organization.

2nd Hour: Analyze the importance of perception in agricultural work

Study Questions:

1. Define the concept perception
2. State the importance of perception in an agricultural organization
3. Briefly explain how perception of a staff could affect his/her performance

Week 7: Concept of motivation and its theories

Objective: Students will discuss the concept of motivation and its theories

Description:

1st Hour: The need to motivate staff and how will be discussed. Hence, the concept of motivation will be analyzed by students.

2nd Hour: The various types of motivational theories will be discussed, also the implication of these theories in agricultural organizations will be examined by students.

Study Questions:

1. Define the concept of motivation
2. How can staff of an organization be motivated to enhance their performance on the job?.
3. Enumerate the effects of motivating staff organizations.

Week 8: Motivation and its theories continued

Objective: Students discuss the theories of motivation

Description:

1st and 2nd Hour: Types of motivational theories and the implication of each one on the performance of staff of an organization and the organization itself will be examined.

Study Questions:

1. Briefly discuss types of motivational theories
2. With reference to a particular theories, enumerate its implications to the progress and development of organizations.

Week 9: Concept of learning and its theories

Objective: The concept of learning will be defined. Students will understand why learning should be encouraged and how it can be achieved among staff of organizations

1st Hour: The concept of learning will be defined and the process of achieving it will be explained. In addition types of learning will be examined

2nd Hour: Reasons why learning is important among staff will be discussed

Study Questions:

1. Define learning
- 2 What are the types of learning?
3. Why is learning important to staff of organization and the organization

Assignment:

1. As a human resource manager of an agricultural organization, how would you ensure the organization achieve her set objectives through learning

WEEK 10: Theories of learning

Objective: Students identify and discuss the theories of learning.

Description:

1st and 2nd Hours: The types learning theories will be identified and discuss by students.

Study Questions:

1. Enumerate types of learning theories
2. Why is the knowledge of the theories important to the manager of an organization?

Week 11: Principles of learning and experimental learning

Objective: Discussion on principle of learning and concept of experimental learning

Study Questions:

Description:

1st Hour: Principle of learning and its implication on organization performance will be discussed

2nd Hour: The meaning of experimental learning and its types will be examined among students.

Study Questions:

1. Enumerate types of experimental learning
2. Why is the knowledge of experimental learning important to the manager of an organization?

Week 12: Factors affecting learning

Objective: Students will discuss the various factors affecting learning

Description:

1st and 2nd Hours: The various factors affecting learning will be discussed

Study Questions:

1. Identify and discuss factors affecting learning of organization's staff.

Week 13: Principles of group dynamics

Objective: Students will analyze the concept of group dynamics and examine its importance in organization work.

Description:

1st and 2nd Hours: Human resource and human resource planning will be defined, the two concepts will be differentiated and discussed.

Hour: The relationship between human resource planning and organizational planning. In addition, the steps involved in the human resource planning will be examined.

Study Questions:

1. Define human resource and human resource planning.
2. Differentiate between human resource planning and organizational planning
3. Enumerate step involved in human resource planning

Assignment:

1. Discuss the organizational and human resource planning of a named government and private organizations
2. Compare and contrast the human resource and organizational planning of the two organizations above.

WEEK 14: Class Test

Objective: Student will be tested on what has been learnt in the course in the past thirteen weeks.

Week 15: Revision Exercise.

Objective: Students will revise all topics taught during the semester.

Description: All topics dealt with in this course will be reviewed. The study questions and assignments will be given special attention. Students will discuss what they have learnt from the course.

Study Questions:

1. Why is the study of psychology necessary for agricultural administration students
2. What are the various aspects of psychology?
3. Enumerate the motivational theories know to you
4. What are the factors affecting learning?
5. Why is it necessary to motivate staff of organizations?

6. What is the meaning of personal development? How can personal development be achieved in an organization?
7. Why is the knowledge of experimental learning important to the manager of an organization?
8. Mention the importance of perception in an agricultural organization
9. Briefly explain how perception of a staff could affect his/her performance