COURSE CAPSULES

First Semester

EX 5101. Principles of Communication: (2)
Communication theories and models; Interpersonal communication, Verbal and non-verbal communication; Mass media and organizational communication; Communication campaign. Role of information in decision making, Effectiveness of communication.

EX 5102. Principles of Organizational Management (2)
The concept of management; Behavioural sciences in management; Process of organizational management, managerial roles and competencies; Organization of work; Characteristics of an organization; Types of organizations; Group behaviour in the organization

EX 5103. Adult Psychology (2)
Determinants of human behaviour; The concept of self; Motivation theory; Theories of adult learning; Psychological roots of social participation; Stress management and conflict management; Psychological aspects of self-management and inter-personnel relationships; Organizational culture and behaviour from a psychological perspective.

EX 5104. Developmental Sociology (2)
Theories of social change; Functionalism; Human ecology, conflict theory; Dependency and under-development; Basic concepts in sociology; Social differentiation and stratification; Value systems; Social institutions, social cohesion and disintegration; Sociological aspects of organizational culture and behaviour.

EX 5105. Community Development (2)
The concepts of community, development, and community development; The social, institutional, economic and political environments of projects; Approaches to community development; Community action theory, group dynamics, leadership, and power structures; Project planning in community development; Role of NGOs in community development.

EX 5106. Communication for Development (2)
Development communication strategies; Principles and practices in the promotion of social-development; Communication policies and new international information order; Stakeholder dialogue; Essential characteristics of development communicator, Participatory communication –principles and applications.

EX 5107. Organizational Theory and Behaviour (2)
The individual in the organization; perception, motivation, learning, personality; Group dynamics in organizations; Leadership, management style & team work, Power politics & conflicts in an organization; Organizational culture.;.

EX 5108. Human Resource Management (2)
Importance of effective human resource management; Strategic human resource management; Acquiring human resources; Developing human resource; Performance appraisal & management; Employee relations; Career development; Commercial & industrial laws.

EX 5109. Information Retrieval (1)
Introduction to information science; Information systems; Functions of information centres; Scientific primary and secondary sources; Evaluation of major indexing and abstracting services; Search strategies; Vocabulary control; Thesauruses; Subject heading lists; Free text searching, computer-based searching; Boolean logic; electronic databases; CD-Rom andonline; ; Creation of a bibliography, citation methods.

EX 5110. Developmental Extension and Education (2)
The philosophy, goals and guiding principles of extension; Extension models & approaches; Adoption and diffusion of innovations; Supporting activities for extension; Group action and participation of community groups; Role of NGOs in extension; Trends in extension; Basic principles of adult education; Planning, implementation and evaluation of training programs.

EX 5111. Gender and Development (2)
Gender and sex roles in social change; Sex roles stereotyping; Family, work and social responsibilities; Role of women in sectoral development; Gender bias in technology development and transfer; Technology & women; Gender issues in professional success, policy implications.

EX 5112. Social Psychology (2)
Scope of social psychology; Social cognition; Social perception; Self- knowledge; Attitudes; Prejudice and discrimination; Attraction and relationships; Pro-social and anti-social behaviour; Aggression and violence; Group processes; Work related stress and issues related to organizational environment.

EX 5113. Organizational Leadership (2)
What is leadership; Leadership and power; Charismatic leadership, leader-member exchange; Transformational, social cognitive, and substitutes for leadership; Leadership styles in practice; Leadership roles and functions; Skills for effective leadership; Team leadership; Women and Leadership; Leadership across cultures; Approaches for leadership development in Sri Lanka; Leadership ethics

EX 5114. Corporate Relations (2)
The different facets of work in the corporate world, Manger in a corporate environment; Employer relations and public relations; Relationship marketing; Basic labour laws and important enactments; Employee discipline and misconduct; Industrial relations; Salient features of the Companies Act No 07 of 2007; Corporate social responsibility; Ethics in corporate relations.

EX 5115 Human Resource Management in the Plantation Sector (1)
Introduction to management in the plantation sector; Strategic human resource management; acquiring human resources: managerial skills and leadership qualities; Developing human resources; Motivation (remuneration and incentives) in plantation agriculture; Workers involvement in decision making; Managing technology and change; Grievance handling; industrial relations and unions; Health, safety and employee welfare; Plantation labour acts / laws; HRM in the smallholder sector.

EX 5196. Internship (2)
Scope of internship; Linking assignments of other courses; Obtaining professional and managerial experience in a workplace; Conducting an independent research/development project on a topic related to the area of specialization.

EX 5198. Directed Study (5)
Carry out an independent research/development project on a topic related to the area of specialization.

EX 5199. Seminar (1)
Types of seminar presentations, Planning and preparing for a presentation, Deciding and obtaining content, Structure of a presentation, Outline and script, Preparation and use of presentation aids, Evaluation of seminar presentations

Second Semester

EX 5201. Developmental Journalism (2)
Role of journalism in agricultural development; Principles of effective writing; Readability of publications, Planning & preparation of written materials; Writing of scientific papers; Editing; Production and use of

electronic media; Electronic desk-top publishing; Management of publication process; Evaluation of publications.

EX 5202. ICT for Development (2)
Role of audio-visual and electronic media in development; Use of information and communication technology (ICT) for agricultural and rural development; Design principles of producing multimedia programs, Digital technology for the production of audio-visual aids; Writing for electronic media; Use of radio and television in development programs.

EX 5203. Project Management (2)
Need for programs; Types of programs; Principles of program development; Program development process; Need identification, objective setting, managing, monitoring and evaluation of programs; Involving people in program development.

EX 5205: Human Resource Development (2)
Basic issues in human resource development; Adult learning; Identifying training needs; Designing training; Training methods; Assessing training; Performance management and HRD; Creativity and HRD; Organizational Learning; Approaches to management of human resource development; Management issues in HRD.

EX 5206. Participatory Methods for Development (2)
Concept of participation, Role of participation in development, Participatory and rural appraisal methods; Participatory communication; Participatory technology development; Participatory planning & evaluation.

EX 5207: Management Information Systems (2)
Information Systems and their role in organizations; Management Information Systems for operational, control, and strategic levels; Databases; Enterprise applications; Knowledge Management; Ethical and social Issues; Information technology infrastructure; Internet & mobile technology; Information systems security; Obtaining information systems.

EX 5208. Social Research Methodology (2)
Science, theories and problems; Social research process and research methods; Social research proposals; Sampling and data collection methods; Data manipulation; Presentation of research findings; Scientific criticism; Ethics in social research; Research management.

EX 5209. Organizational Development and Change (2)
Definitions of organizational development; Basic concepts of organizational change; Phases of change; Organizational diagnosis; Organizational development process; Theory & practice of organizational development; Overcoming resistance to change; Contemporary issues of organizational development; Organizational development interventions; Power, politics & organizational development.

EX 5210. Marketing Communication (2)
Nature and purpose of marketing communication; Theoretical background; Communication and brand; Marketing communication process management; Marketing research and communication; Nature of advertising; Direct marketing communication; Ethical & technological aspects of marketing communication.

EX 5211. Communication in Environment Management (2)
Introduction to environmental communication; Interpersonal communication, mass media and organizational communication; Verbal and non-verbal communication; Communication campaign; Public relations, social mobilization & advocacy; Effectiveness of communication; Environmental journalism.

EX 5212. Environmental Sociology (2)
Structure of agriculture and rural industry in Sri Lanka; Attitudes, values and institutional development and change in relation to environment, social institutions Environmental movements and lobbies; Politics of development and environment; International aid and resource conservation; Traditional knowledge systems and

regenerative environment; Socio-cultural context of transfer of technology for natural resource management and allocation.

EX 5213. Social Impact Assessment (2)
Human ecology, Centre periphery relationship; Dependency and dominance; Appropriate technology; Gender impact assessment; Family and child welfare; Flow of benefits to individual and society; Inequality concept and measures; Decision making and participation; Leadership and collective decision making models; Social legislature children's and women's charters; Culture and values in a changing society; Ethics of development and conservation.

EX 5214. Extension for Livestock Production (2)
Extension methods and supporting services; The adoption and diffusion of innovations; Social groups and organizations, leadership and social power; Communication processes, components and effectiveness; Structures and approaches in livestock extension in Sri Lanka; Information and technology needs of the livestock industry and small holders; Case studies in the livestock industry.