

*Department of Agricultural Extension and Communication*

**Agriculture and Community Management**

**Degree** Master of Science (Agriculture and Community Management),  
M.S. (Agriculture and Community Management)

**Plan 1 Option A2:**

**Total credits required: minimum 36 credits**

**(1) Major courses: minimum 24 credits**

**- Seminar: 2 credits**

02052597 Seminar 1,1

**- Major requirements: 15 credits**

02052511 Interdisciplinary Approaches toward Agriculture and  
Community Management 3(3-0-6)

02052531 Human and Organizational Development in Agriculture 3(3-0-6)

02052561 Information Technology for Agriculture and  
Community Management 3(3-0-6)

02052581 Agri-Business Management for Modern Entrepreneur 3(3-0-6)

02052591 Research Methodology in Agriculture and  
Community Management 3(3-0-6)

**- Major electives: minimum 7 credits**

02052512 Participatory Approaches in Agricultural Extension 3(3-0-6)

02052532 Agricultural Project Development and Management 3(3-0-6)

02052562 Application of Information Technology for Enhancing  
Competency in Agriculture and Community Management 3(2-2-5)

02052571 Agricultural Resource and Environmental Management in  
Community 3(3-0-6)

02052582 Marketing Management in Agricultural Competitiveness 3(3-0-6)

02052596 Selected Topics in Agriculture and Community  
Management 1-3

02052598 Special Problems 1-3

**(2) Thesis: minimum 12 credits**

02052599 Thesis 1-12

## Course Description

### Courses in the field

- 02052511 Interdisciplinary Approaches toward Agriculture and Community Management 3(3-0-6)**  
Concepts, theories, and principles in the management of agricultural and community development. Concept of agrarian system. Community diagnosis. Management of farm production and value-added products. Environment management for agricultural production. Process and methods in interdisciplinary agriculture and community management. A case study and field trip are required.
- 02052512 Participatory Approaches in Agricultural Extension 3(3-0-6)**  
Concept and principles of agricultural extension. Building participation in agricultural extension. Working processes and techniques of an agrarian developer. Lecturer and facilitator in agricultural extension. Participatory tools and techniques for community analysis. A case study and field trip are required.
- 02052531 Human and Organizational Development in Agriculture 3(3-0-6)**  
Concepts, theories, principles, and processes in the management of human resources and organizations. Comparison study of concepts and models related to human resources and organization management in the agricultural sector of various countries. Learning process and formulation of a learning organization to develop strength and competency enhancement for organizational adaptation in the agricultural sector under changing situations. A case study and field trip are required.
- 02052532 Agricultural Project Development and Management 3(3-0-6)**  
Concepts, principles, and processes in agricultural project planning. Strategic planning in resource management. Project evaluation under the efficiency and effectiveness improvement in implementation. Case study.
- 02052561 Information Technology for Agriculture and Community Management 3(3-0-6)**  
Concepts and theories in communication and information technology for agriculture and community management. Communication strategy for management. Cross-cultural communication. Principles and processes in information technology design. Dissemination of agricultural information to the media and modern information technology. Law and media literacy. A case study and field trip are required.
- 02052562 Application of Information Technology for Enhancing Competency in Agriculture and Community Management 3(2-2-5)**  
Principles and processes of information technology application for development. Agricultural information technology assessment. Competency enhancement in agricultural communication.
- 02052571 Agricultural Resource and Environmental Management in Community 3(3-0-6)**  
Concepts, theories, principles, and processes in agricultural resource and environmental management in the community. Scopes and practices in agricultural resource and environmental management toward sustainability. A case study and a field trip are required.

<b>02052581</b>	<b>Agri-Business Management for Modern Entrepreneur</b>	<b>3(3-0-6)</b>
	Concepts, principles, and processes in agri-business management through the supply chain. International trade policy and agreements related to agricultural commodities. Agri-business management in marketing, trade, accounting, and finance. Information system management for a modern entrepreneur. A case study and field trip are required.	
<b>02052582</b>	<b>Marketing Management in Agricultural Competitiveness</b>	<b>3(3-0-6)</b>
	Concepts, theories, principles, and processes in agricultural marketing management. Structure, system, and domestic and international market environment of farm commodities. Consumer behavior. Demand forecasting. Strategic planning in marketing. Marketing evaluation for an appropriate plan to increase the competitive capability. A case study and field trip are required.	
<b>02052591</b>	<b>Research Methodology in Agriculture and Community Management</b>	<b>3(3-0-6)</b>
	Research principles and methods in agriculture and community management. Problem analysis for research topic identification. Data collection for research planning, identification of samples, and techniques. Analysis, interpretation, and discussion of research results. Report writing for presentation and publication.	
<b>02052596</b>	<b>Selected Topics in Agriculture and Community Management</b>	<b>1-3</b>
	Selected topics in agriculture and community management at the master's degree level. The topics are changed in each semester.	
<b>02052597</b>	<b>Seminar</b>	<b>1</b>
	Presentation and discussion on currently interesting topics in agriculture and community management at the master's degree Level.	
<b>02052598</b>	<b>Special Problems</b>	<b>1-3</b>
	Study and research on presently interesting topics in agriculture and community management at the master's degree level and compile them into a written report.	
<b>02052599</b>	<b>Thesis</b>	<b>1-12</b>
	Research at the master's degree level and compile into a thesis.	