

The Rhine-Waal University of Applied Sciences in Kleve and Kamp-Lintfort offers an innovative, international environment combined with first-rate teaching in interdisciplinary Bachelor and Master's degree courses, taught mainly in English. It is strong in conducting research in disciplines such as technology, natural sciences and social sciences. More than 7,500 students have already enrolled at the Rhine-Waal University of Applied Sciences.

The University of Applied Sciences has to award for the faculty Life Sciences in the Bachelor-/Master's degree courses Agribusiness, B. A. at the campus in Kleve in the summer semester 2024 the following

Lectureship

within the meaning of Section 43 of the Law regarding the Universities in the State of North Rhine Westphalia (HG NRW):

Reference number 02/LAFLS/24

Subject area/Module: „AB 4 4071 Agricultural Extension“

The lecturer shall take over lecture in the amount of 4 lecturing hours (2 hours lecture + 2 hours exercise) in the English module "Agricultural Extension" (4th semester) of the bachelor course Agribusiness, B. A.. The module is to be offered in the summer semester 2024 in attendance.

Content:

Lecture:

Role and scope of agriculture extension and business consulting; principles of human behaviour and behaviour change; perception and defence mechanisms; agriculture extension paradigms; selected extension approaches and models; diffusion of innovations theory; agriculture innovation systems and stakeholders in agriculture extension; innovations and innovation networks in agriculture; extension methods; agricultural extension as public vs. private good; pluralistic extension systems; agricultural extension in Germany; the business consulting process and the role of advisers; the role of business consulting firms; basic skills and competencies of business consultants; principles of project management

Exercise:

In groups of 4-6 students, students are confronted with a close-to-real decision problem of a typical farm (e.g., machinery investment, farm expansion, business diversification, etc.). During the course of the semester, students will complete the problem-solving cycle in a structured manner step-by-step. Based on a thorough problem analysis, the students are to identify potential solutions, analyse and evaluate the various options and to present their final recommendations to a fictional client during a role play situation.

Learning objectives include:

On successful completion of this module, students should

- know how agricultural innovations are typically generated, disseminated, adopted and modified¹
- understand the advantages and disadvantages of major extension approaches, models, and methods²
- be able to apply the concepts and frameworks of advisory communication and project management to a hypothetical client situation in the context of agribusiness³
- be able to analyse current phenomena in agriculture extension in light of economic and political developments⁴
- be able to critically discuss the (partially competing) roles typically played by agricultural advisors⁵
- be able to consider the social impact of professional decisions^{2,3} and thus deepen their capacity to engage in society^{2,3}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Requirements:

The lecturer shall have a corresponding university degree and have practical experience. Didactic skill and the ability to hold the course with an international group of students in the English language are required (the language level shall be C1 according to the European reference framework).

The Rhine-Waal University of Applied Sciences offers lectures a systematic networking with the university as well as the opportunity of a specific training development to ensure a sustainable skill improvement, a closely link between theory and practice and a support for the personal development of lectures.

It is asked to send in just copies of documents as these cannot be returned.

Please send your application via **e-mail stating the reference number and the module title** addressed to

Contact person:

Prof. Dr. Dietrich Darr

E-mail: dietrich.darr@hochschule-rhein-waal.de

For questions and further information please contact the mentioned contact person above.