

21. 01. 2025

**UČNI NAČRT UČNE ENOTE / COURSE SYLLABUS**

<b>Učna enota:</b>	<b>METODE KMETIJSKEGA SVETOVANJA IN DISEMINACIJE</b>
<b>Course title:</b>	<b>METHODS OF AGRICULTURAL ADVISORY SERVICES AND DISSEMINATION</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje podeželja, 1. stopnja		2.	3.
Landscape management, 1 <sup>st</sup> level		2.	3.

**Vrsta učne enote / Course type** obvezni/obligatory

**Univerzitetna koda učne enote / University course code:**  

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	15	15	-	-	90	5

**Nosilec učne enote / Lecturer:** Nika Cvelbar Weber

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenščina/Slovenian
	<b>Vaje / Tutorial:</b>	slovenščina/Slovenian

<b>Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:</b>	<b>Prerequisites:</b>
Ni pogojev.	None

**Vsebina:**

Osnove kmetijskega svetovanja.  
 Kmetijsko svetovanje v Sloveniji in v svetu (Javna služba kmetijskega svetovanja nekoč/zdaj/v prihodnjem, financiranje svetovanja, privatni sektor kmetijskih svetovalcev, zakonodaja,...).  
 Metode svetovanja (skupinska/individualna/digitalna/webinarji).  
 Webinarji, seminarji, krožki, delavnice.  
 Digitalizacija znanja in informacij (pomen diseminacije za trajnostni razvoj, diseminacijski kanali, prilagajanje oblike diseminacije ciljnim skupinam).  
 Participativni pristopi v razvoju podeželja (kmet-lokalna skupnost, krožki, društva,...).  
 Izdelava svetovalnega programa (analiza potreb, načrtovanje programov, vrednotenje učinkov).  
 Etika in profesionalen odnos v kmetijskem svetovanju (zaupanje, integriteta, GDPR).  
 Primeri dobrih praks.  
 Osnove komunikacijskih veščin.  
 Vključenost kmetijskih svetovalcev v nacionalne in mednarodne projekte.  
 Izzivi in rešitve kmetijskega svetovanja.

**Content (Syllabus outline):**

Basics of Agricultural Advisory Services.  
 Agricultural Advisory Services in Slovenia and Worldwide (Public Agricultural Advisory Service: past/present/future, funding of advisory services, private sector agricultural advisors, etc.).  
 Advisory Methods (group/individual/digital/webinars).  
 Webinars, Seminars, Study groups, Workshops.  
 Digitalization of Knowledge and Information (importance of dissemination for sustainable development, dissemination channels, adapting dissemination formats to target audiences).  
 Participatory Approaches in Rural Development (farmer-local community, study groups, associations, etc.).  
 Development of an Advisory Program (needs analysis, program planning, impact evaluation).  
 Ethics and Professionalism in Agricultural Advisory Services (trust, integrity, GDPR).  
 Examples of Best Practices.  
 Involvement of Agricultural Advisors in National and International Projects.  
 Basics of communication skills.  
 Challenges and solutions in agricultural advisory services.

**Temeljni literatura in viri / Readings:**

Obvezna literatura / Required reading(s):

"Agricultural Extension: Global Status and Performance" (Burton Swanson, Robert P. Bentz, Andrew J. Sofranko)

Gradiva Javne službe kmetijskega svetovanja Slovenije (KGZS)

**Cilji in kompetence:**

Učna enota se osredotoča na zagotavljanje znanj in veščin, ki bi omogočale uspešno delo na področju razvoja podeželja s pomočjo učinkovitega kmetijskega svetovanja ter prenosa znanj in tehnologij. Študentje bi na podlagi dejanskih praks razvili veščine za različne oblike svetovanja prilagojene vsem deležnikom vključenih v sooblikovanje podeželja in kmetijske krajine. Razumeli bi koncept različnih sistemov kmetijskega svetovanja - nacionalno kot globalno in na podlagi primerjanja razvili izboljšane oziroma prilagojene metode. Usposobljeni bi bili uporabljati različna orodja in kanale za prenos informacij ter jih prilagoditi ciljni publiki. Z uporabo participativnih metod bi izboljšali pristope pri vključevanju kmetov in lokalnih skupnosti v procese odločanja in načrtovanja. Seznanili bi se s trenutno zakonodajo in jo preizkusili uporabiti v praksi.

Tovrstna znanja so potrebna za učinkovito načrtovanje sodobnega kmetijskega svetovanja prilagojenega dejanskim potrebam in razmeram na terenu ter podprtega z najnovejšimi digitalnimi orodji. Jasne so tudi osnovne komunikacijske veščine ter strategije pri reševanju konfliktov kar dodatno spodbuja sodelovanje in poveča zaupanje na terenu.

**Objectives and competences:**

The course unit aims to provide students with the knowledge and skills needed for driving effective rural development through impactful agricultural advisory services and the seamless transfer of knowledge and technologies. Based on real-world practices, students will develop skills for various forms of advisory services tailored to all stakeholders involved in shaping rural areas and agricultural landscapes. Students will understand the concept of different agricultural advisory systems—both nationally and globally—and, through analysing it, develop improved or adapted methods for specific situations. Students will be trained to use various tools and channels for dissemination of important information and tailor them to specific target audiences. By applying participatory methods, they will enhance approaches for involving farmers and local communities in decision-making and planning processes. They will become familiar with current legislation and practice its application in real-world scenarios. Such knowledge is essential for effectively designing modern agricultural advisory services tailored to actual needs and field conditions, supported by the latest digital tools. Clear communication skills and conflict resolution strategies are also emphasized, further encouraging collaboration and fostering trust in the field.

**Predvideni študijski rezultati:**

**Znanje in razumevanje:**

Študenti bodo razumeli različne modele in pristope kmetijskega svetovanja ter njihovo vlogo v kmetijstvu in pomen pri razvoju podeželja.

Usposobljeni bodo uporabljati različne svetovalne metode (individualno, skupinsko, digitalno) in prilagajati pristope različnim ciljnim skupinam.

Študenti bodo sposobni analizirati potrebe na terenu, načrtovati in izvajati svetovalne programe ter oceniti njihove učinke.

Poznavanje različnih kanalov za prenos znanja, vključno z digitalnimi orodji, webinarji in delavnicami.

Študent je ob koncu študija seznanjen z etičnimi načeli in profesionalnim odnosom v kmetijskem svetovanju ter zakonodajo.

**Intended learning outcomes:**

**Knowledge and Understanding:**

Upon completing the program, students will understand various models and approaches in agricultural advisory services, as well as their role in agriculture and their importance for rural development.

They will be skilled in using different advisory methods (individual, group, digital) and adapting approaches to various target groups.

Students will be capable of analyzing the needs on the field, planning and implementing advisory programs, and evaluating their impacts.

They will be able to operate with different knowledge transfer channels, including digital tools, webinars, and workshops.

By the end of the program, students will be familiar with ethical principles, professional conduct in

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Razumevanje in uporaba obravnavane tematike z zmožnostjo analize problemov in sistemskega razmišljanja.

agricultural advisory services, and relevant legislation.

Understanding and use of discussed subject with ability of problem analysis and profound systematic consideration.

**Metode poučevanja in učenja:**

Klasična, avditorna predavanja.  
Predstavitve, obravnava praktičnih primerov, predstavitve samostojnih analiz študentov, aktivno skupinsko delo.  
Seminarske vaje.

E-izobraževanje (e-predavanja in e-vaje se lahko izvajajo v virtualnem elektronskem učnem okolju ali s pomočjo posebej v ta namen didaktično pripravljenih e-gradiv v virtualnem elektronskem učnem okolju).

**Learning and teaching methods:**

Classical, auditotial (classroom) lectures  
Presentations, discussion of practical cases, presentations of students' independent analyses, active team work.  
Seminar exercises.

E-learning (e-lectures and e-exercises can be conducted in a virtual electronic learning environment or with the help of e-materials specially prepared for this purpose in a virtual electronic learning environment).

**Načini ocenjevanja:**

Delež (v %) /  
Weight (in %)

**Assessment:**

Pisni izpit.	70	Written exam.
Seminarska naloga/Projekt.	30	Seminar paper/project.
Študent/študentka mora pred pristopom k izpitu izdelati seminarsko nalogo in jo zagovarjati.		Before taking the exam, the student has to prepare a seminar paper and defend it.

**Reference nosilca / Lecturer's references:**

"Improving Agricultural Extension: A Reference Manual" (FAO)  
<https://www.fao.org/4/w5830e/w5830e00.htm>

"Agricultural Extension: Worldwide Innovations" (G. D. Lawrence, N. Shrestha)  
[https://books.google.si/books?hl=sl&lr=&id=jlexUROLQmMC&oi=fnd&pg=PR5&dq=Agricultural+Extension:+Worldwide+Innovations%22+\(G.+D.+Lawrence,+N.+Shrestha\)&ots=fEMDOT\\_eDg&sig=7KWT71v7W2mKJ3ZV9k\\_cPs3uf38&redir\\_esc=y#v=onepage&q&f=false](https://books.google.si/books?hl=sl&lr=&id=jlexUROLQmMC&oi=fnd&pg=PR5&dq=Agricultural+Extension:+Worldwide+Innovations%22+(G.+D.+Lawrence,+N.+Shrestha)&ots=fEMDOT_eDg&sig=7KWT71v7W2mKJ3ZV9k_cPs3uf38&redir_esc=y#v=onepage&q&f=false)

GFRAS (Global Forum for Rural Advisory Services) ([www.g-fras.org](http://www.g-fras.org) ,  
[https://knowledge4policy.ec.europa.eu/online-resource/global-forum-rural-advisory-services-gfras\\_en](https://knowledge4policy.ec.europa.eu/online-resource/global-forum-rural-advisory-services-gfras_en) )