The educational institutions and their members have a particular perception of rural development. This vision can be conditioned by personal experience and also by the formation that is offered. This article identifies the conceptions of rural development taking as base the ideas of students of Agronomy Faculty, National University of Colombia. In order to identify the current vision that exists on the concept of rural development and the particular perspective for Colombia, an inquiry was applied to students of different semesters. The obtained information allowed us to appreciate a particular vision of young people about the rural development. From the results obtained, the ideas of students are verified at different moments of their formation process, comparing aspects as the perception of the development type, form of obtaining it, and leadership of the process. Equally, an inquiry was made if one could reach a sector development in a certain time.

Keywords
Technology transfer, integral social process, agrarian politics, high education.