Faculty of Engineering & Technology
Assam down town University.

Program Outcomes:

PO1: Knowledge application: Application of the knowledge of mathematics, science, engineering fundamentals towards a problem solving attitude with an equal respect to the diverse needs of society.

PO2: A quest for solutions: Capability to offer design solutions for engineering problems and processes that meets the cultural, societal and environmental considerations.

PO3: Multidisciplinary problem solver: Problems in life are multifaceted and multidisciplinary. Students here are trained to believe and function effectively as an individual, as well as a member of a team in multidisciplinary and cross cultural settings.

PO4: Life-long learning: Students are encouraged to nurture an environment that believes in and recognizes the need for independent and life-long learning in the broadest context of technological change.

PO5: Creative thinker: Thinking out of the box without any bias and prejudice with an investigative approach is encouraged among students to stand as potential leaders of the society.

Program Specific Outcomes: Civil Engineering

PSO1: Graduates will be able to manage all kinds of civil engineering projects requiring analysis, design, cost estimation and execution.

PSO2: Graduates will be able to comprehend the implications of the project outcomes and roles and responsibilities as civil engineers in global, economic and societal contexts.

PSO3: Graduates will be equally aware as well as proficient in modern and emerging subjects of Civil Engineering and use them as stepping stones for building their future careers in academics, cooperate and developmental sectors.

PSO4: Together with knowledge of civil engineering the graduates will also be endowed with soft skills to give an edge in qualifying National level competitive examinations.

PSO5: To deliver efficient solutions in real life problems and make them learn these through an experiential learning process.

Program Specific Outcomes: Mechanical Engineering

PSO1: Graduates will be able to identify, visualize, formulate and solve engineering problems in the field of mechanical Engineering.

PSO2: Graduates of the program will be able to recognize, analyse and solve multidisciplinary problems of manufacturing and allied industries.

PSO3: Graduates of the program will achieve excellence in product design, thermal engineering and manufacturing system by acquiring knowledge in mathematics, science and designing principles.

PSO4: Graduates will acquire managerial skills to work effectively in a team and in a society through ethical and environmental concerns.

PSO5: Graduates will be able to communicate effectively in oral, written, visual and graphic modes within interpersonal, team and group environments.

PSO6: Graduates will possess expertise in the understanding of engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects in multidisciplinary environments.

Program Specific Outcomes: Computer Science and Engineering

PSO1: Graduates will be capable of applying Software Engineering techniques and strategies in real-time software project development using commercial or open-source programming environment to deliver quality product.

PSO2: Graduates will have the ability to apply mathematical methodologies to solve computation assignments, model real world problem using suitable data structure and algorithm.

PSO3: Graduates will be capable of designing and developing computer programs/ computer-based systems in the areas related to algorithms, web design, networking, cloud computing, internet of things and data analytics.

PSO4: Graduates will be acquainted with the contemporary trends in industrial/research environments and thereby capable of innovating novel solutions to prevailing problems.

PSO5: Graduates will be able to communicate effectively in oral, written, visual and graphic modes within interpersonal, team and group environments.

PSO6: Graduates will possess expertise in the understanding of engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects in multidisciplinary environments.

Programme Outcome and Programme Specific Outcome of

Faculty of Science

(Include programmes: BSc. (Microbiology, Biotechnology, Biochemistry, Food Nutrition & Dietetics), MSc. (Microbiology, Biotechnology, Biochemistry, Food Nutrition & Dietetics, Botany, Zoology, Chemistry and Mathematics))

Programmes Outcomes	PO1.	**Scientific Knowledge:** Apply Scientific knowledge for innovation and solving microbiological, biotechnological, nutritional nutrition's, botanical, zoological, chemical or mathematical issues.
	PO2.	**Laboratory skills:** Develop skills with scientific, systematic experiential learning in respective field of study or discipline.
	PO3.	**Analytical skill:** Ability to understand and analyse problems relevant to socioeconomics, environmental, health etc.
	PO4.	**Problem solving skills:** Ability to find solutions to the problems and threats faced with the help of scientific research.
	PO5.	**Proficiency:** Develop proficiency in respective branch of science and scientific tools and equipments.
	PO6.	**Communication skill**: Develop communication skill to communicate among the peer and society to promote scientific thinking and research outcomes.
	PO7.	**Professional ethics:** Knowledge of professional ethics and their strict application in respective profession.
	PO8.	**Research:** Temperament to take up research as a career to develop new knowledge in thrust areas.
	PO9.	**Social Responsibility:** Sense of responsibility to do utmost possible for development of society by educating mass, solving problems, enhancing natural resources, removing superstitions and there by contribution to nation building as a whole.
	PO10.	**Environmental responsibility:** Sense of responsibility to maintain ecological balance. To be able to develop sustainable eco-friendly approaches favouring livelihood of all the components of nature.
B.Sc Microbiology		
Programme Specific Outcomes	PSO1	Understand the nature, classification, useful and harmful impact of microorganisms.
	PSO2	Understand the human- microbial interaction.
	PSO3	Understand the environment and the concerns about environmental sustainability and to work towards environmental stability.
	PSO4	Learn and understand the biochemistry, physiology, molecular biology of human and microbial cell.
	PSO5	Learn and understand about various pathogenic microorganisms and their mode of infection in detail.
	PSO6	Understand the response of the immune system against the pathogens to protect the body.
	PSO7	Understand the useful impact of microbiology in industries, agriculture and environment.
	PSO8	Design and develop minor research in the field of expertise.
B.Sc Biotechnology		
Programme Specific Outcomes	PSO1	Understand the various molecules governing life and life processes
	PSO2	Understand the Central Dogma and the life enigma

	PSO3	Understand the application of biotechnology in agriculture, plants, animals, industries, medical, and environment.
	PSO4	Learn and understand the biochemistry, gene, genomes, proteins enzymes and the way they are manipulated.
	PSO5	Learn and understand about various instruments and computing tools used in biotechnology.
	PSO6	Understand the host pathogen interaction and defence mechanisms
	PSO7	Learn the way to apply biotechnology for economic benefits.
	PSO8	Design and develop minor research in the field of expertise.
B.Sc. Biochemistry		
Programme Specific Outcomes	PSO1	Acquire knowledge of biomolecules, metabolism, cell biology, Physiology of animals and plants.
	PSO2	Learn the use of biological chemistry in agriculture and animal science.
	PSO3	Student learns basic of biology, chemistry and English to understand the trend of higher studies.
	PSO4	Biological chemistry with practical observation help them to understand the interaction of chemicals with cells and the ways of quantification.
	PSO5	Learn courses such as microbiology, immunology, genetics, molecular biology and biotechnology enabling efficiency in their critical thinking.
	PSO6	Industry oriented subjects: environment, drug chemistry, nutrition and clinical chemistry helps them to explore entrepreneurship.
	PSO7	Learn the way to apply biochemistry for economical and societal benefits.
	PSO8	Design and develop minor research in the field of expertise.
B.Sc. Food Nutrition & Dietetics		
Programme Specific Outcomes	PSO1	The programme provides basic understanding of the correlation between food and health.
	PSO2	Understand basic terms used in food science, various food groups and cooking methods.
	PSO3	Understand human physiology and digestion and absorption of various nutrients in the human body.
	PSO4	Understand the nutritional needs of different age groups and during various disease conditions.
	PSO5	To learn about importance and methods of food preservation and impact of microbes in food spoilage.
	PSO6	To learn the management of a food service facility and maintenance of sanitation and hygiene
	PSO7	To learn different aspects of a new food product development and acquiring entrepreneurship skills
	PSO8	Understand the various biochemical reactions related to nutrition and impact of technology in processing of food products.
	PSO9	To learn skills of diet counselling and menu planning by undergoing dietetic internships
	PSO10	Understand Nutrition and lifestyle changes towards a better future society.
M.Sc Microbiology		
Programme Specific Outcomes	PSO1	Mater the knowledge of Microbiology, its importance and application.
	PSO2	Understand the Biochemistry, Molecular details of Microorganisms.

	PSO3	Understand Immunology and immune response against pathogens.
	PSO4	Understand the application of genetic engineering in human health, strain improvement of microorganisms, agriculture and industries.
	PSO5	Understand the pathogenic nature of various microorganisms and their infection pattern, spread, virulence and control in detail.
	PSO6	Understand the structural components of microorganisms at molecular level
	PSO7	Proficiency in various practical techniques and use of tools and machineries for higher research
	PSO8	Learn and understand the harmful and beneficial aspects of microorganism in Industrial, agricultural and environmental sectors and to be able to use them for improving human life and the nature altogether.
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.
M.Sc Biotechnology		
Programme Specific Outcomes	PSO1	Muster the knowledge of Biotechnology, its importance and application.
	PSO2	Understand the Biochemistry, Molecular details of Microorganisms.
	PSO3	Understand Immunology and immune response against pathogens.
	PSO4	Understand the application of genetic engineering in human health, improvement of microbial strains, agriculture and industries.
	PSO5	Understand the application of biotechnology in agriculture, plants, animals, industries, medical, and environment.
	PSO6	Learn and understand the biochemistry, gene, genomes, proteins enzymes and the way they are manipulated.
	PSO7	Learn and understand about various instruments and computing tools used in biotechnology.
	PSO8	Learn the way to apply biotechnology for economic benefits.
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.
M.Sc Biochemistry		
Programme Specific Outcomes	PSO1	Learn to analyse health and environment issues critically by undertaking project works
	PSO2	Learn to recognise, give decisions and accept challenges in different sectors of health, environment and education.
	PSO3	Learn aspects of Molecular biology, Genectics, Biostatistics, Bioinformatics, Environmental Biochemistry, Microbiology, Biotechnology and Clinical Biochemistry.
	PSO4	Students learn the basics of Biochemistry like biomolecules and their assembly for interactions in the cell.
	PSO5	Gain knowledge in field of metabolic processes of biomolecules, immunological responses, genectics, tools of Bioinformatics, statistics and Research methodology which would help in research work.
	PSO6	Subjects like Endocrinology, Basic nutrition would enlight students to understand and maintain good health of individuals.
	PSO7	Students would learn microbial techniques, biotechnology, clinical studies

		and environmental chemistry which would help them to explore their talents in various molecular, microbial, chemical and clinical industries
	PSO8	Learn the way to apply biochemistry for economic benefits.
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.
M.Sc. Food Nutrition and Dietetics		
Programme Specific Outcomes	PSO1	Understand Nutrition as an integral part in the development of a community.
	PSO2	Apply knowledge of the role of nutrition and in depth understanding of the role of food under specific diseased conditions.
	PSO3	Understand and apply the practical knowledge of food technology in processing, preparations and preservation
	PSO4	Learn the basic concepts of research methodology and bioinformatics and its uses in research design.
	PSO5	Use the nutrition care process to make decisions, identification of nutrition-related problems and impart nutrition interventions.
	PSO6	Demonstrate effective and professional oral and written communication and documentation and use of current information technologies when communicating with individuals, groups and the public.
	PSO7	Develop a research proposal, conduct research, interpret and report research results.
	PSO8	Interpret scientific research, apply it to nutrition practices, and document interventions.
	PSO9	To learn skills of diet counseling and menu planning nutritional survey by undergoing dietetic internships and community nutrition programmes.
	PSO10	Apply professional guidelines to a practice scenario.
M.Sc Botany		
Programme Specific Outcomes	PSO1	Learn basic plant sciences, diversity, life cycle pattern, Phylogeny to understand details on vascular and non-vascular cryptogams.
	PSO2	Learn classical and applied genetics, role of chloroplasts and mitochondrial genome and its inheritance, population genetics and mutation to understand and the complex genetic basis of problems.
	PSO3	Learn ecological modelling, Environmental Impact Assessment for complex ecological and environmental problems to meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
	PSO4	Learn to create select and apply appropriate techniques, resources, taxonomic problems with an understanding of the limitations
	PSO5	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to application of plant resources in human welfare.
	PSO6	Learn the way to apply botany for economic benefits.
	PSO7	Understand the nature and basic concepts of cell biology, Biochemistry, vascular and non-vascular cryptogams, Microbiology, Plant Pathology, Mycology, Genetics, Angiosperm Taxonomy and Plant Ecology.
	PSO8	Analyze the inter and intra relationship among plants with its surrounding

		biotic and abiotic environments, Biogeochemical cycles etc
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.
M.Sc. Zoology		
Programme Specific Outcomes	PSO1	Learn and understand the concept of species and their classifications to various taxa.
	PSO2	Learn and understand the basic concepts of various physiological processes inside the human body.
	PSO3	Learn and understand the concept of ecosystem, ecosystem relationships, ethological aspects of behaviour, and biological communications etc.
	PSO4	Understand the concept of gene, gene theory, chromosome, imprinting, quantitative inheritance etc.
	PSO5	Learn the concept of developmental biology using microtomy, microscopy and centrifugation.
	PSO6	Understand the concept of biomolecules, enzymes, enzyme kinetics, process of metabolism and their importance in biological system.
	PSO7	Learn and understand the concept of cell and its related topics, protein and DNA synthesis etc.
	PSO8	Understand the various aspects of the defence mechanism of our body.
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.
M.Sc. Chemistry		
Programme Specific Outcomes	PSO1	Acquire higher knowledge in Chemistry learning inorganic, organic and physical chemistry.
	PSO2	Learn to Handling of various instruments for analytical work
	PSO3	Able to Investigation of quantitative problems in theory and laboratory.
	PSO4	Able to apply knowledge in environmental study, e.g., water, soil and air pollution etc
	PSO5	Learn to manage and maintain chemical laboratories and analytical applications of instruments
	PSO6	Learn to apply techniques in various fields of agriculture, pharmaceutical, medicinal plants, biochemistry, synthetic organic, physical and inorganic analysis.
	PSO7	Learn the application of chemistry in industries.
	PSO8	Learn to synthesize compounds, model structure and to extract natural compounds.
	PSO9	Design and develop research in respective field and find solutions to problems encountered through critical thinking and proficient analytical skills.
	PSO10	Ability to communicate research outcome.

MSc Mathematics		
Programme Specific Outcomes	PSO1	Develop ability to knowledge on mathematical science to solve real life problems
	PSO2	Inculcate critical thinking to carry out scientific investigation objectively without being biased and with preconceived notions.
	PSO3	Develop ability to utilize, gather and generate information, analyse, interpret outputs, for generating new ideas based on the outputs.
	PSO4	Prepare students for pursuing research or careers in industry in mathematical sciences and allied fields.
	PSO5	Help and equip students with the ability to translate and synthesize their understanding towards nature, human and development
	PSO6	Equip students with the ability to translate and synthesize their understanding towards nature, human and development
	PSO7	Understand the fundamental axioms in mathematics and capability of developing ideas based on them.
	PSO8	Enable to analyze, and write logical arguments to prove mathematical concepts.
	PSO9	Prepare and motivate students for research studies in mathematics and related fields
	PSO10	Imbibe effective scientific and/or technical communication in both oral and writing. Communicate mathematical ideas with clarity and coherence, both written and verbal.

Faculty of Nursing
Assam down town University
Programme Outcome and Programme Specific Outcomes
MSc Nursing Program

Programme Outcome (PO): Post graduate program in nursing is to prepare graduates to assume responsibilities as a nurse specialist, consultants, educators, administrators in a wide variety of professional settings.

Programme Specific Outcomes: On completion of two year MSc Nursing programme, the graduates will be able to:

PSO_1: Utilise/ apply the concepts, theories and principles of nursing science.
PSO_2: Demonstrate advance competency in practice of nursing
PSO_3: Practice as a nurse specialist.
PSO_4: Demonstrate leadership qualities and function effectively as a nurse educator and manager.
PSO_5: Demonstrate skill in conducting nursing research, interpreting and utilising findings from health-related research.
PSO_6: Demonstrate the ability to plan and effect change in nursing practice and in the health care delivery system.
PSO_7: Establish collaborative relationship with members of other discipline.
PSO_8: Demonstrate interest in continued learning for personal and professional advancement.

Programme Outcome and Programme Specific Outcome of Faculty of Paramedical Sciences

Include programmes: Bachelor programs (Medical Lab Technology, Radiography and Advanced Imaging Techniques, Physiotherapy, Dialysis Technology, Optometry, Trauma Emergency & Disaster management, Operation Theatre Technology),
Master Degree Programs (Medical Lab Technology, Emergency and Critical Care, Physiotherapy)

SL. NO.	PROGRAMME OUTCOMES		
1		PO1	**SCIENTIFIC KNOWLEDGE** Capacity building for application of scientific knowledge in health care service sector.
2		PO2	**LABORATORY SKILLS** Develop skills to carry out laboratory experiments.
3		PO3	**ANALYTICAL SKILLS** As a member of the multidisciplinary health care delivery system, develop the ability to understand and analyse the health issues related to socioeconomic and environmental factors.
4		PO4	**PROBLEM SOLVING SKILLS** Ability to identify solutions and execute remedial measures and treatment for health issues in different aspects such as investigative procedures, therapies, disaster management etc. with the help of scientific research and good health care skills
5		PO5	**PROFICENCY** To develop proficiency in use of scientific tools and equipment related to the health care delivery system.
6		PO6	**COMMUNICATION SKILLS** Develop good communication skills to build rapport with the stakeholders such as the patient population to take entry for carrying out proper assessment to render services in for good health in a scientific manner.
7		PO7	**PROFESSIONAL ETHICS** Acquire knowledge of professional ethics and strict adherence in professional practices.
8		PO8	**RESEARCH** Inculcating the urge for innovation through research while delivering service to the community.

9		**PO9**	**SOCIAL RESPONSIBILITY** To create awareness among the stakeholders regarding scientific approach for sustaining good health through adoption of modern health care services.
10		**PO10**	**ENVIRONMENTAL RESPONSIBILITY** Emphasize the adoption of eco-friendly practices in the health care profession

Medical laboratory technology

Programme specific outcome

PSO1: Conceptual clarity with respect to the role of Medical Laboratory Technology as a component of healthcare system and the importance of accurate, precise and quality result delivery in Haematology, Biochemistry, Pathology, and Microbiology.

PSO2: Adoption of proper procedure for collection and analysis of sample and delivery of result through manual techniques as well as by automation.

PSO3: Application of quality control measures to perform all the laboratory procedures.

PSO4: To practice general code of conduct in the laboratory and maintain the confidentiality of the test reports.

PSO5: To understand the importance of personal safety as well as the safety of others inside the laboratory and report any accident (Major or Minor) to the laboratory in-charge.

MASTERS IN MEDICAL LAB TECHNOLOGY

PSO1: Conceptual clarity with respect to the role of Medical Laboratory Technology as a component of healthcare system and the importance of accurate, precise and quality result delivery in Haematology, Biochemistry, Pathology, and Microbiology.

PSO2: Adoption of proper procedure for collection and analysis of sample and delivery of result through manual techniques as well as by automation

PSO3: Application of quality control measures to perform all the laboratory procedures.

PSO4: To practice general code of conduct in the laboratory and maintain the confidentiality of the test reports.

PSO5: To understand the importance of personal safety as well as the safety of others inside the laboratory and report any accident (Major or Minor) to the laboratory in-charge.

NAME OF PROGRAM- BACHELORS IN PHYSIOTHERAPY

PROGRAM OUTCOMES

PO1: Consult with the client to obtain information about the client's health, associated history, previous health interventions, and associated prognosis.

PO2: Collect assessment data relevant to client's needs and physiotherapy practice.

PO3: Ability to conduct the patient evaluation and assessment as per the pathological condition.

PO4: Ability to analyze assessment findings and to establish a physiotherapy diagnosis and prognosis.

PO5: Develop and recommend an intervention strategy.

PO6: Ability to prepare the patient (physically and emotionally) and as well as the equipment to be used as per treatment plan.

PO7: Implementation of intervention.

PO8: Be able to accurately explain the treatment plans and able to demonstrate the home exercise program.

PO9: Advise patient on appropriate nutrition, exercise, rest, relaxation and other issues.

PO10: Evaluate the effectiveness of interventions.

PO11: Ability to provide appropriate treatment and ensure documentation.

PO12: Develop, build and maintain rapport, trust and ethical professional relationships through effective communication.

PO13: Establish and maintain inter-personal relationships which foster effective client-centered collaboration.

PO14: Understand the principles of continuous quality improvement.

PO15: Ability to carry out the daily/weekly quality control (QC) checks.

PO16: Ability to review the literature.

PO17: Ability to suggest implementation of research findings.

PO18: Ability to suggest or initiate topics for physiotherapy research.

PO19: Be able to interpret, apply and disseminate information as a member of the physiotherapy team.

NAME OF PROGRAM- MASTERS IN PHYSIOTHERAPY

PROGRAM OUTCOMES

PO1: Consult with the client to obtain information about the client's health, associated history, previous health interventions, and associated prognosis.

PO2: Collect assessment data relevant to client's needs and physiotherapy practice.

PO3: Be able to conduct the patient evaluation and assessment as per the pathological condition.

PO4: Analyzing assessment findings and establish a physiotherapy diagnosis and prognosis.

PO5: Develop and recommend an intervention strategy.

PO6: Be able to prepare the patient (physically and emotionally) and as well as the equipment to be used as per treatment plan.

PO7: Implementation of intervention.

PO8: Be able to accurately explain the treatment plans and able to demonstrate the home exercise program.

PO9: Advise patient on appropriate nutrition, exercise, rest, relaxation and other issues.

PO10: Evaluate the effectiveness of interventions.

PO11: Ability to administer appropriate treatment and ensure documentation.

PO12: Develop, build and maintain rapport, trust and ethical professional relationships through effective communication.

PO13: Establish and maintain inter-personal relationships which foster effective client-centered collaboration.

PO14: Understand the principles of continuous quality improvement.

PO15: Ability to carry out the daily/weekly quality control (QC) checks.

PO16: Be able to review the literature.

PO17: Ability suggest implementation of research findings.

PO18: Ability to suggest or initiate topics for physiotherapy research.

PO19: Be able to interpret, apply and disseminate information as a member of the physiotherapy team.

Department of Optometry

BACHELORS IN OPTOMETRY

Program specific outcomes

PSO1- A detailed knowledge of typical visual development and common abnormal visual outcomes.

PSO2- Understanding of infant vision development.

PSO3- Ability to assess visual function in paediatric and geriatric with visual impairment and with developmental disability.

PSO4- A detailed knowledge of the typical visual characteristics of infants and children with visual impairment and developmental disability.

PSO5- A detailed knowledge of the evidence base for the risks and benefits of binocular vision therapy.

PSO6- Understanding of current and developing amblyopia therapies.

PSO7- Understanding of the current evidence underpinning myopia control.

PSO8- Understanding of the indications for and implications of contact lens wear in paediatric and geriatric age group.

PSO9- Ability to formulate, communicate and deliver evidence -based management plan for in paediatric and geriatric both typically developing and those with developmental disability and visual impairment.

PSO10- Optical science and ophthalmic lenses systems including spectacle and contact lenses, and specialized optical devices.

PSO11- Evaluation of low vision rehabilitation service implemented for heterogeneously diverse group of patients with vision loss for improving their visual performance and fulfilling their visual needs.

PROGRAMME – BACHELOR OF RADIOLOGRAPHY AND ADVANCED IMAGING TECHNOLOGY

Assam down town University

PROGRAMME SPECIFIC OUTCOMES:

The learning and abilities or skills that a student would have developed at the end:

PSO 1.	**Understanding the basic concepts, theories of applied sciences (physics, chemistry, Anatomy, physiology, biochemistry) relevant to radiological imaging techniques.**
PSO 2.	**Understanding the relationship between physics and radiology & modern imaging techniques.**
PSO 3	**Understanding provisions for radiation safety by various national & international regulatory bodies.**

PSO 4.	**Understanding of health care organization in India & basic medical terminology.**
PSO 5.	**Understanding & using all radiological and imaging equipment independently and perform the image processing in X-Ray, Fluoroscopy, Computed Tomography, Dual Energy X-Ray Absorptiometry (DEXA),Mammography, Digital Subtraction Angiography, Magnetic Resonance Imaging, Ultrasonography, Nuclear Medicine**
PSO 6.	**Applying the basic knowledge of hardware, software and applications of computers in health care systems.**
PSO 7.	**Applying quality assurance measures, safety procedures and maintenance of radiological equipment.**
PSO 8	**Analyzing the protocols in Radiological Procedures**
PSO 9	**Evaluating the factors affecting technical quality of images and various pathological conditions.**
PSO 10	**Formulating plan for handling patient with drugs & equipments in general as well in emergency situation.**
PSO 11	**Understanding and applying ethics as a radiologic professional.**

Department Emergency and Critical Care

Programme Specific Outcomes

Bachelor in Trauma Emergency and Disaster Management (TEDM)

PSO1. Conversant with the principles underlying the paramedicine profession, including anatomy, physiology, pathology, pharmacology and disorders recognized and treated by paramedics.

PSO2. Demonstrate knowledge regarding modalities and skills used in emergency medical services and the ability for objective assessment of the evidence for their effectiveness.

PSO3. Acquire skills for life-long, self-directed learning to update their knowledge and practice of paramedicine after completion of their formal studies.

PSO4. Acquire the practical skills needed to work as a competent paramedic in delivering emergency medical services.

PSO5. Assume responsibility for independent judgment in making sound decisions regarding patient management.

PSO6. Apply these skills for appropriate, safe, effective and compassionate patient care.

PSO7. Understand the use of quality improvement techniques to enhance the accuracy and appropriateness of patient care for the paramedic.

PSO8. Ability for independent and collaborative practice as part of clinical teams and health care systems.

PSO9. Adherence to the ethical principles and legal requirements of the profession of paramedicine and Mayo Clinic.

PSO10. Demonstrate cultural competency, respect for diversity and the ability to practice in diverse healthcare settings in a multicultural society.

PSO11. Exhibit appropriate interpersonal communication skills with patients and other members of the health team.

PSO12. Assume the multifaceted roles as an active professional, including practitioner, educator, researcher, collaborator, advocate and lifelong learner.

PSO13. Understand the responsibilities of all health care workers and contribute to better health and welfare of the society.

PSO14. Promote advancement of emergency medical services through practice, education and research

BACHELORS IN OPERATION THEATRE TECHNOLOGY

Programme Specific Outcomes

PSO1. Able to help the anesthesiologist in administering anesthesia, assist in various procedures and also help in continuous monitoring of patients during surgery.

PSO2. Able to train and develop an individual to independently handle the latest technology and high end biomedical equipment in Operation Theatre

PSO3. Able to assist anesthesiologists in developing and plummeting patient anesthesia care plans, including pre-operative, surgical theater, recovery room, and post-operative intensive care procedures.

PSO4. Able to do- patient data collection, catheter insertion, airway management, assisting the administration and monitoring of regional and peripheral nerve blockades, support therapy, adjusting anesthetic levels during surgery, inter-operative monitoring, postoperative procedures, pain clinics and patient education, and administrative tasks.

PSO5. Able to manage medical gases and pipeline system

PSO6. Able to assist in Intensive care unit

PSO7. Able to manage Central sterile supply department

PSO8. Able to assist during Disaster and emergency situations

M. Sc. Emergency and Critical Care (ECC)

Programme Specific Outcomes

PSO1. Developing strategies for advanced nursing care in order to manage the complex clinical needs of people that require hospitalization in an intensive care unit for both general or specialized care.

PSO2. Ascertaining and monitoring the needs of patients while operating in a comprehensive fashion so as to guarantee physical, psychological and social well-being.

PSO3. Preventing, detecting and promptly treating complications concerning a patient's vital signs using technologically advanced instruments in order to monitor a patient's vital signs as well as prescribe treatment or provide diagnosis while fully respecting the limits of a care giver competency.

PSO4. Managing patient care procedures during ICU admission.

PSO5. Managing interpersonal relationships with the patient and family members; maintaining effective communication with members of the medical staff in high stress conditions.

PSO6. Working within the limits imposed by norms and regulations, as well as the ethical and deontological principles which influence the field of intervention in intensive care.

PSO7. Motivating the choices of intervention according to criteria of scientific evidence.

PSO8. Collaborating in activities of clinical research and training.

PSO9. Promoting the continuous improvement of nursing care by way of organisational models based on the personalisation of nursing care as well as the regular assessment of operative instruments such as procedure, protocol and guidelines in order to contribute to the continual improvement of the quality of care.

PSO10. Capability for competency mapping and assessment of training needs and strategy for implementing the same.

B.SC IN DIALYSIS TECHNOLOGY

FACULTY OF PARAMEDICAL SCIENCE

Program Specific Outcome of Bachelor in Dialysis Technology

PO1:- Understanding the organs, their structure and correlating it with their physiology to determine an approach for diagnosis and treatment.

PO2 :- Understanding the working mechanism of the different organ systems that work to keep the human body alive and functioning and provide the applied understanding of the physiological basis of all in the body system and its impact upon the function in the presence and absence of Pathology.

PO3:- Understanding the technical aspects of biochemical studies especially focusing on clinical finding in various body fluids.

PO4:- Knowledge for providing patients with the quality of care, meeting the generally recognized professional level of quality and efficiency prevailing in the community.

PO5:- Learning the scientific study of various diseases and also the scientific study of the molecular, cellular, tissue or organ system response to injurious agents

PO6:- Studying the action of drug. Most specifically, helping the students to know about the use of drug in treatment, prevention of disease and its action and interaction, with special reference to drugs used in dialysis.

PO7: Introduction of statistical concept that is relevant in the interpretation of the statistical material presented in research project that will encourage the students more for research work.

PO8: Understanding the science and art of Dietetics and nutrition and the principle of nutrition, helping the students to understand the science and art of human nutritional care with special emphasis on nutrition related to dialysis patients.

PO9: : To identify and understand the structure of the pathogen involves in various disease and form foundation for the scientific study and practice of dialysis therapy

PO10: Understanding the concept of renal disease which help to understand the student the cause, diagnosis and treatment of the disease

PO11: Acquiring the knowledge of Basic dialysis technology that highlights the technique to operate the dialysis machine.

PO12: Understanding the basic concept on disease and clinical evaluation of patients with renal disease, learn to order appropriate test towards confirmation of diagnosis, initiate therapy and screening for renal disease in the community and hospital patients.

PO13: Learning the principle, mechanism and complications of Haemodialysis and Peritoneal Dialysis. Learning about the different Vascular Accesses used in Haemodialysis.

PO14: Training for the basic concept of medical emergencies i.e provide emergency care for the victim of life-threatening illness or injuries until they can be fully get medical care in hospital.

PO15: Disaster preparedness and management, Fundamentals of Emergency Management, Psychological Impact Management, Resource Management, Preparedness and Risk Reduction

PO16: Setting up dialysis machine for dialysis, A.V. Cannulation, AV. Fistula / AV Cannulation. Initiation of dialysis through central venous catheter like internal jugular, femoral, and sub-clavian vein. Packings and sterilization of dialysis trays. Closing of dialysis. Preparation of concentrates depending on the situations.

PO17: Understanding of the various forms of renal replacement therapy and successful performance of the same in patients with renal failure.

PO18: Reuse of dialysis apparatus, Isolated ultra-filtration, Performance of peritoneal dialysis exchange manually, Setting up of automated peritoneal dialysis equipment, First assistant in minor procedures, Skin suturing, CPR demonstrations.

Introduction to tissue typing laboratory and witness metrology for HLA typing methods, tissue cross-match (X- match), panel reactive antibodies (PRA) and Detection of donor specific antibodies (DSA).

PO19: Basic concept on essential elements of professional competence, good relationship with patients and colleagues and observance of professional ethical obligation.

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Faculty of Pharmaceutical Science

Assam down town University

Program Outcomes (POs):

PO1: Pharmacy knowledge: Students possess knowledge and comprehension of the core and basic knowledge associated with Pharmaceutical Science scientifically and professionally, including human body related diseases; analytical skills; drug molecules and excipients; natural drugs; chemistry of drugs; dosage form designing; ADME of drugs including effect and toxicity of drugs on human body; biomedical sciences; social and administrative pharmacy sciences.

PO2: Research analysis: Students equipped with the information of recent trends in Pharmaceutical Technologies could apply the knowledge in research field to make new discoveries.

PO3: Problem investigation and analysis: Utilize the theories and principles of scientific enquiry, thinking analytically and critically, while solving complex problems and making decisions. Use research-based knowledge while designing experiments, evaluate, analysis and interpretation of data to make defensible conclusions.

PO4: Planning abilities: Achieve mandates by demonstrating effective planning abilities in terms of time management, resource management, delegation skills and organizational skills maintaining quality. Formulation of plans, implementation or execution of the plans and organize the task to meet targets as per the schedule.

PO5: Modern methods and tools usage: Learn, create, select and apply appropriate methods/techniques, modern analytical and computing tools and other resources with an understanding of the usage and limitations. Students get exposure to and learn to handle many pharmaceutical analytical instruments relevant to their studies which improve their ability to work in various fields of Pharmacy like in Pharmaceutical Industry, in Pharmacovigilance, Pharmaceutical Regulatory Requirements etc.

PO6: Leadership skills: Perceive and consider the human reaction to issues or events like change, motivation, leadership and team-building. Also plan changes required for fulfillment of pharmacy practice, professional ethics and societal responsibilities. As a responsible citizen, provide and augment participatory roles or leadership roles as deemed required to facilitate and render health care services for human health and well-being.

PO7: Individual and team work: Demonstrate and involve effectively as an individual in pharmacy related activities. Learn to carry out responsibilities as a member or a team leader in diverse situations and can act as a multidisciplinary individual and/or team leader in every relevant context.

PO8: Professional identity: Receive, analyze, understand and communicate the distinct value of their multi dimensional professional responsibilities in society like health care professionals, promoters of health, educators, manufacturer of drugs, inventor of new medicines, scientists and many more.

PO9: Pharmaceutical ethics: Students learn to apply ethical framework of pharmacy practices, ethical principles and are trained in ethical behavior with other health care professionals and commit to professional ethics and responsibilities. Honour personal values and apply ethical principles in professional and social contexts to uphold the good health of patients. Demonstrate

and practice behavior that reflects pharmaceutical art and personal variability in values. Apply ethical principles while making professional decisions and remain accountable for the outcomes associated with the decisions.

PO10: Communication: Communicate effectively not only with the pharmacy community but also with the society at large, such as, being able to comprehend and write effective reports, make effective presentations and documentation on Pharmaceutical activities and give and receive instructions properly.

PO11: Pharmacist and the society: As Pharmacist provides health care services and pharmacy practices to the people of the society and ensures their good health. Students learn drug distribution system, patient counseling, and industrial laws and also gain expertise in inventory management and distribution of drugs as per the specifications and in-depth knowledge of dose and side effects to deal with the patients. While practicing, apply reasoning gained by or informed by the contextual knowledge to assess societal, health, safety and legal aspects and also remain well-versed with the consequent responsibilities relevant to the professional pharmacy practice.

PO12: Environment and sustainability: Understand the impact of the professional pharmacy solutions and resource utilization in societal and environmental contexts, and demonstrate the pharmaceutical knowledge that successfully reaches out in a spirit of comprehensiveness, service to the society and of and need for sustainable development.

PO13: Life-long learning: Identify the need for, and have the preparation and ability to employ in independent and life-long learning in every aspect of advancements in Pharmaceutical Science and also in the broadest context of technological change. Self-assessment and effective use of feedback from multi-level sources to identify learning needs would go on continuous basis.

PO14: Social interaction: Pharmacist, by virtue of being a health care professional, would be able to interact effectively with the people in a better way to cure them, to make them feel healthy and ultimately to ensure public welfare.

Program Specific Outcomes (PSOs) of Bachelor of Pharmacy (B. Pharm) Program:

After successful completion of the program the graduate will be able to render followings:

PSO1: Implementation of Pharmaceutical knowledge: Apply the knowledge gained and updated information received during the curriculum of the program including courses from Pharmacology, Pharmaceutics, Medicinal Chemistry, Biochemistry, Pharmacognosy, Anatomy Physiology and Health Education, Communication Skills, Pharmaceutical Analysis, Biotechnology, Cosmetology and Environmental Studies.

PSO2: Team work: Apply the knowledge of ethical and management principles of pharmaceutical science required to work in a team as well as to lead a team for desired quality output.

PSO3: Health care provider: Carry out multidisciplinary responsibilities in pharmaceutical industries, in health care sectors, in pharmacies to ensure patient's safety and better health. Able to write effective project reports, keep proper documentations and present professional presentations in multidisciplinary environment in the context of ever changing technologies in pharmaceutical field.

PSO4: **Address research problems:** Utilize the knowledge and skill gained during the curriculum to take up local, regional, national and international scientific issues and incur relevant research activities with orientation of seeking solutions. Able to perform multitasks in dealing scientific

problems in multidisciplinary fields including Pharmaceutical, Cosmeceuticals, Food and Nutrition and many more.

Program Specific Outcomes (PSOs) of Master of Pharmacy (Pharmaceutics) Program:

After successful completion of the program the graduate will be able to render followings:

PSO1: Pharmaceutical technical activities: Apply the basic principles of formulation of dosage forms and advanced drug delivery system in the development of eco-friendly, efficacious dosage forms for better treatment of ailments.

PSO2: Ensure quality: Demonstrate and undertake multidisciplinary tasks in the pharmaceutical quality system to ensure utmost safety at various levels of drug store management and in process events.

PSO3: Analyze and address complex problems: Receive, interpret/analyze, criticize, compile/organize, improvise, manage documents, data and information related to pharmaceutical production process and address the issues as and when required.

PSO4: Pharmaceutical ethics and communication: Imbibe and execute ethical practices and moral values in personal and professional endeavors. Ensure effective communication within the pharmacy community and also with society as the drug expert in true sense.

PSO5: Team work: Exhibit and implement team based activities in accomplishing multidisciplinary tasks at various sectors of pharmaceutical industry like manufacturing, quality control and assurance, raw material and packaging. Take effective part as team member or as team leader in research and development (R & D) and in formulation and development (F & D) to implement innovative solutions in the area of formulation, quality assurance and technology transfer.

PSO6: Life-long learning: Recognize the necessity of gaining knowledge on continuous basis and adopt problem-based learning approach with analytical thinking in academic, research and in professional life.

PSO7: Professional identity: Understand, maintain and communicate the professional values while addressing pharmaceutical events. Validate the information and skills gained through continuous education to gain recognition in pharmaceutical society and related field.

PSO8: Entrepreneur: Set-up units of pharmaceutical purposes including production unit to design and formulate pharmaceutical dosage forms and unit for API and other raw materials.

Program Specific Outcomes (PSOs) of Master of Pharmacy (Pharmacology) Program:

After successful completion of the program the graduate will be able to render followings:

PSO1: Pharmaceutical technical activities: Understand and relate the acquired scientific information and pharmaceutical principles of effect of drugs including pharmacokinetics and pharmacodynamics in drug discovery process.

PSO2: Evaluate and analyze: Generate, compile and interpret data of pharmaceutical experiments in relation to academics and research including drug discovery as per the needs of pharmaceutical industries.

PSO3: Clinical studies: Participate in multistage interfaces of pharmacological experiments and translate the high-level of understanding of drug action into crucial stages in preclinical and clinical research studies.

PSO4: Multidisciplinary tasks: Demonstrate and apply knowledge and skills gained during the curriculum to undertake specialized research in the core and applied areas of pharmaceutical sciences. Develop an ability to recognize the need and work accordingly on multidisciplinary tasks in the pharmaceutical area and also in it's allied fields.

PSO5: Amendment of new information: Receive and validate current drug information in the delivery of pharmaceutical care and assure in regard to proper usage of drugs and their adverse effects.

PSO6: Pharmaceutical ethics: Exhibit and implement pharmaceutical knowledge and professional skills to carry out ethical responsibilities in clinical and non-clinical laboratories as required by regulatory bodies.

PSO7: Pharmacology expert: Design/fabricate/utilize and appraise pharmacological model based upon the pharmacological knowledge gained to initiate investigation for problem solving in the light of logics.

Department of Management

Programme Outcomes and Programme Specific Outcomes

Programme outcomes

PO1	**Communication skill:** Develop skills for effective communication related to organizational and managerial domain.
PO2	**Entrepreneurship skill:** Inculcate and develop the entrepreneurial mindset.
PO3	**Corporate social responsibility:** Understand the concept of corporate social responsibility and its relevance in modern management.
PO4	**Ethical skills:** Understand the moral ethical laws of business.
PO5	**Creativity skill:** To develop the conceptual framework for application of creative techniques in their areas of specialization.
PO6	**Managerial skill:** Develop proper managerial skills as per requirement of organizations in the changing scenario
PO7	**Professional ethics:** Knowledge of professional ethics and their application in respective profession.
PO8	**Research:** Taking up research as a career to develop new knowledge in thrust areas.

Bachelor of Business Administration

Programme specific outcomes

PSO1	Develop the skill, Knowledge and attitude to creatively and systematically apply the practices and principles of management, accountancy, finance, business law, statistics, HR, operations and IT to analyze situation and take managerial decisions to work effectively in modern day business and non-business organizations.
PSO2	Develop clarity with respect to micro level concepts of business and management like insurance, banking, retail marketing, supply chain, knowledge management etc
PSO3	Develop the required traits of business and entrepreneurial aptitude among the society at large.
PSO4	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PSO5	Development of communication skills (verbal and non-verbal) required for carrying out project work and its presentation.
PSO6	Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
PSO7	Demonstrate understanding of social cues and contexts in social interaction.
PSO8	Demonstrate the ability to create business plans.

Master of Business Administration

Programme specific outcomes

PSO1	Develop best practices to solve managerial issues.
PSO2	Develop leadership skills to work effectively with diverse teams.
PSO3	Develop capability for assessment of changing business scenario and manage change accordingly by taking appropriate business decisions.
PSO4	Develop capability for market scanning and SWOT analysis of organizations and design strategy to clasp the opportunities for survival and growth.
PSO5	Develop capability for team building and orientation of the team to contribute towards the vision and mission of the organization.
PSO6	Develop global view of the industrial and organizational establishments and their functions which support the business system
PSO7	Evaluate and integrate ethical considerations when making business decisions
PSO8	Demonstrate the ability to apply knowledge of management science to solve complex corporate problems.

Department of Humanities and Social Sciences

Programme Outcome and Programme Specific Outcome

(Programmes: Sociology, Psychology and Social Work)

Programme Outcome

1. **Practical Knowledge**: Gather practical knowledge and experience through exposure to the concerned field which can be applied in addressing social issues.

2. **Social Responsibility**: Develop sense of responsibility and ability to create awareness among masses with respect to the process of solving problems related to individual as well as social groups

3. **Proficiency:** Develop proficiency in respective branches of social sciences and getting acquainted with different concepts.

4. **Research:** Develop a scientific temperament and pursue research as a career to create new knowledge in thrust areas.

5. **Communication skill:** Enhance skills for interpersonal communication for establishing strong social relationships which will in turn help promote research and development.

6.**Professional ethics**- Acquire knowledge of professional ethics and method of application in respective profession.

7.**Leadership Skill**- Build leadership skills to deal with the emerging social problems in the changing socio-economic scenario.

B.A SOCIOLOGY PROGRAMME

PROGRAMME SPECIFIC OUTCOME:

PSO1	Develop conceptual clarity of different theories and methods for behavioral and social services.
PSO2	Introduction to the basic concept of social processes, social institution and patterns of social behaviour.
PSO3	Enhance the capacity to interpret the role of social processes, social institutions and social interaction in their lives.
PSO4	Develop interpersonal competency to cope with the diverse and dynamic socio-cultural processes of the society.
PSO5	Develop capacity to carry out the role / responsibility related to criminal justice, gerontology, social science, and social welfare.

SOCIAL WORK PROGRAMME

PROGRAMME SPECIFIC OUTCOMES

	Bachelor of Social Work
PSO 1	Capacity building to advocate for client access to the services of social work.
PSO 2	Capability to discharge professional roles and responsibilities.
PSO 3	To inculcate social values and become the change agents for the betterment of the society.
PSO 4	Gather knowledge and experience to advocate for human rights, social and economic justice.
PSO 5	Sensitize on all the social issues prevailing in the society.
PSO 6	Develop attitude and aptitude to participate in social activities.
PSO 7	To motivate the students in micro and macro level social work practice in Government and Non-Government organisations.
	Masters of Social Work
PSO 1	To mould the students into active social workers through integration of theory and practice.
PSO 2	Develop leadership skills through practical exposure in organising camps and programmes.
PSO 3	Develop professional ability to practice in diverse social work settings and also address contemporary issues and concerns for different sections of society such as marginalized and exclusive population.
PSO 4	To make learners- the young professionals sensitive to the needs of the people at individual, group and community levels and to social problems in changing social, cultural and techno-economic context
PSO 5	To inculcate values of enquiry and research; and thereby develop problem solving and decision-making abilities
PSO 6	To enable students to understand history, philosophy, values, ethics and functions of social work profession, and its linkages with other social science disciplines
PSO 7	To understand the concept and method of participatory development, sustainable development, public cooperation, social security, harmony and humanity for social work practice

Psychology Programme

PROGRAMME SPECIFIC OUTCOMES

BA Arts in Psychology

PSO1	Gather knowledge on cognitive, affective and behavioral processes and their linkages.
PSO2	Develop skills and techniques necessary to assess various psychological attributes such as attitudes, abilities and personality dispositions.
PSO 3	Acquire leadership skills to change, influence and control behaviour thereby making constructive and lasting changes in people's lives.
PSO 4	Develop basic skills for conducting research, scientific writing, computational and communicative competencies.
PSO5	Gather knowledge to conduct psychological assessments of client and design proper intervention plans to treat disorders.
PSO6	Understanding of individual and cultural variations in the development of personality.
PSO7	Adoption of values to work in groups and contribute to community building.

MSc Clinical Psychology:

PSO1	Acquire knowledge of the major theoretical approaches and findings in clinical psychology.
PSO2	Become sensitive to cultural issues and individual differences, facilitate personal growth and develop the ability to integrate scientific theory and practice.
PSO3	Capability to apply ethical standards to evaluate psychological processes and practice.
PSO4	Acquire strong set of clinical skills, behaviours and attitudes to deal with diverse individuals and groups.
PSO5	Capacity to critically assess information related to the study of behaviour and mental processes.
PSO6	Ability to work effectively in both clinical and non-clinical settings by reflecting high professional standards in the entry level.
PSO7	Capacity building for taking up clinical and academic careers in mental health delivery and research.

Department of Hospitality and Tourism Management

Programme Outcomes of BHMCT

- PO1 : **Skills** : Acquire professional skills in the chosen domain of specialization.
- PO2: **Decision making** : Capability to take decisions in handling guests and multiple other situations confronting in the industry.
- PO3 : **Technology usage** : Demonstrate use of appropriate technology and techniques in the chosen area of specialization.
- PO4 : **Communication** : Capability to sustain interpersonal relations through effective communication with stakeholders and proper management of documents and records.
- PO5 : **Sustainability and Ethics** : Demonstrate awareness of professional ethics, societal and environmental concerns in decision making.
- PO6 : **Leadership and team work** : Capability to work in teams as well as provide leadership in carrying out assigned tasks.

Programme Specific Outcomes of BHMCT

- PSO1 : Apply concepts, principles and SOPs to take decisions in the process of guest handling in the selected area of specialization.
- PSO2 : Perform the standard operations effectively and efficiently to achieve guest satisfaction in the selected area of specialization.

Programme Outcomes of BTM

- PO1 : **Skills** : Demonstrate professional skills in different aspects of Tourism Management.
- PO2 : **Decision making** : Take decisions to respond to queries, handle tourists and multiple other situations encountered in the Tourism industry.
- PO3 : **Technology usage** : Demonstrate the proper utilization of appropriate technology and techniques in different areas pertaining to the Travel & Tourism industry.
- PO4 : **Communication** : Capability to sustain interpersonal relations through effective communication with stakeholders and proper management of documents and records.

- PO5 : **Sustainability and Ethics** : Exhibit awareness and acquaintance of professional ethics, societal and environmental concerns in decision making.
- PO6 : **Leadership and team work** : Capability to intermingle with diverse people in the industry, learn and promote teamwork and also provide leadership in carrying out assigned tasks and responsibilities.

Programme Specific Outcomes of BTM

- PSO1 : Apply basics, concepts, principles, practices and SOPs to take decisions in the process of tourists handling in the selected area of specialization, pertaining to the Travel & Tourism Industry.
- PSO2 : Perform the standard operations effectively and efficiently to achieve customer satisfaction in the selected area of specialization, pertaining to the Travel & Tourism Industry.