

**M.E.S. Vasant Joshi College of Arts and Commerce, Zuarinagar-Goa**

**Academic Year 2025-26**

**DEPARTMENT OF TOURISM & TRAVEL**

**B.COM. Course Outcomes**

**B.COM SEMESTER I**

**Tourism & Travel MC- Airline Ticketing & Information in Tourism Course Code: BTT-131**

Students will be able to:

CO-1: Explain the evolution of the Air Transport industry.

CO-2: List the essential elements of ticketing.

CO-3: Describe the policies and procedures for Air Transport and Ticketing.

CO-4: Interpret the Air Ticketing policies from an e-ticket.

**B.COM SEMESTER II**

**Tourism & Travel MC- Digital Marketing in Tourism**

**Course Code: BTT-132**

Students will be able to:

CO-1: Explain a Digital Marketing plan.

CO-2: Define the elements of web pages.

CO-3: Identify online marketing tools.

CO-4: Design a website.



  
**Dr. Manasvi M. Kamat**  
**Professor and Principal**