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## *BTEC ICT – Transition into Year 12*

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This pack includes an overview of what you will study during the course, together with a series of introductory tasks for you to work through. The tasks are designed to help you get to grips with some of the key terms you will need to know, as well as concepts you will learn about.

The BTEC IT qualification is an ideal course for students who are practically minded and want to learn how to use computers in different situations. The course is designed for learners who are interested in creating IT systems to manage, analyse and share information and how social media can be used to enhance businesses.

The course requires analytical thinkers, good organisation skills, and students who are willing to work independently to develop their practical skills and IT knowledge. The IT industry develops and updates at a rapid pace and you are expected to use your private study time to stay abreast of current issues and developments.

The units that you would complete are:

- **Unit 1: Information Technology Systems** – an externally assessed unit where you will learn about the theory relating to information technology use, such as hardware, software, networks, as well as considering the ethical and legal issues surrounding IT use
- **Unit 2: Creating Systems to manage information** – an externally assessed unit that requires you to complete a practical task to create a database for a specific purpose
- **Unit 3: Using social media in business** – this unit requires you to complete an internally assessed coursework unit where you will analyse and evaluate different social media platforms and how they can be used by businesses. You will also need to plan, create, test, and evaluate a social media site for a local business of your choice
- **Unit 5: Data Modelling** – in this unit you will learn how to use spreadsheet programs. For the internal assessment you will need to plan, create, test, and evaluate a spreadsheet model for a specific purpose

## Task 1: Find definitions of each of the terms.

As with all subjects, BTEC IT will introduce you to lots of key terms, many of which are likely to be new to you. In the table below, some of the key terms introduced during the first year of the course are listed.

Once you have done this create a glossary containing the terms and their meanings. The glossary you create can be a reference document to be used later, so make sure it is well presented and clearly set out.

### Unit 2 – Creating systems to manage information

Database	Relational Database	Database Relationships
Database Table	Composite Key	Data Dictionary
Database Query	Data Type	Referential Integrity
Database form	Data Integrity	Testing
Database Report	Data Consistency	Database Field
Primary Key	Normalisation	Database Management System
Foreign Key	Validation	Macro
Flat file Database	Verification	SQL (Structured Query Language)

### Unit 3 – Using social media in business

Advertise	Keyword Strategy	Sensitive Information
Promote	Planning	Business Requirements
Communicate	Campaign	Online Community
Engage	Comments	Ethical Considerations
Marketing	Negative Comments	Hashtags
Share	Blackmail	Audience Profile
Target Audience	Profile	Interaction
E-Commerce	Search Engine Optimisation	Privacy Settings

## Task 2: Research Task

Research and produce a written document that identifies and explains the following points.

- Explain the purpose of a database
- Explain the difference between a flat file and relational database
- Identify and explain the advantages and disadvantages for using databases
- Defines what a data type is and includes some examples of them
- Give at least 3 examples of organisations that might use a database and why they do
- Identifies 3 different pieces of software that can be used to create a database and explains a little about them
- Explains why verification and validation is important when entering information in a database
- Identifies some laws and issues that must be considered when data is stored in a database

### Task 3: Research Task

In Unit 3 you will be looking at ways businesses use social media to enhance and promote their products or innovations. You will also be creating your own successful social media campaign.

For this task, you will need to research and produce a report or presentation that describes the many ways that a business can use social media, and importantly, *whether these campaigns are effective in reaching customers*.

You should include real life examples, such as the Innocent Drinks campaign for their new, blue drink from 2019. You should consider why campaigns like this were so successful (what else was happening on social media in 2019 that would make something being “blue” be important...?). You should also consider the variety of methods employed by these companies and campaigns that help them get noticed.

Your report should also discuss the negative effects of such campaigns, and your research should include instances where social media campaigns have not been successful.

You should present your work as a written report or presentation with a clear structure including introduction, findings, and conclusions.



### Contact

If you have any questions or concerns regarding the course or this transition task, get in touch with Mr M Coutts at Huxlow Academy [m.coutts@huxlow.northants.sch.uk](mailto:m.coutts@huxlow.northants.sch.uk)