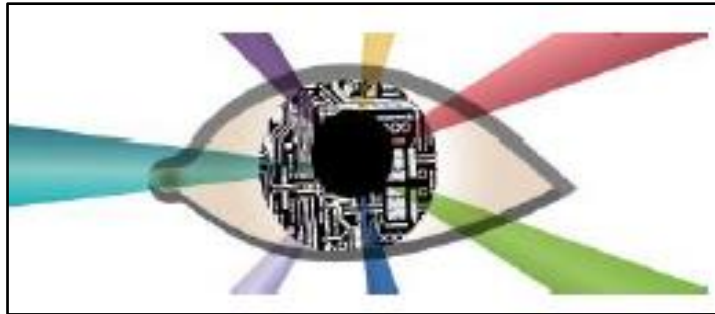


Transition Material

Edexcel BTEC Level 3 National Extended Certificate in Information Technology



Qualification Details & Programme Overview

Edexcel BTEC Level 3 National Extended Certificate in Information Technology.

This qualification is designed for learners who are interested in an introduction to the study of creating IT systems to manage and share information, alongside other fields of study, with a view to progressing to a wide range of higher education courses.

Faculty Contact Information

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Programme Timetable/Year Plan

Date	Units	Assessment
Sept (year 1)	1 Information and Technology Systems	Two-hour exam
Jan (year 1)	3 Using Social Media in Business	Two pieces of coursework including creating social media platforms for a business.
Sept (year 2)	2 Creating Systems to Manage Information	Five hour-controlled assessment creating a database
Jan (year 2)	6 Web Development	Two pieces of coursework that includes creating a website.



Task 1 – Databases

Getting started

Data is all around us, your social media newsfeed, mobile phone call list, the weather forecast, your college or school timetable. Data becomes information when it is useful to us and we can use it in a meaningful way. Think of all the sources of data that you have accessed recently. Were they useful to you? Could they have been presented in a different way to make them more useful? What would be the implications if the data you accessed had been inaccurate? In this unit, you will develop an understanding of database technology which is central to how so much of the internet-centric world around us operates. This understanding will be essential to you as you work towards a career in Information Technology.

Make detailed notes about who uses databases and why? (approx. 2 pages)

Identify the key elements of both a Flat File and Relational Database (approx. 2 pages)

Complete the key terms table below:

Keyword	Definition
Primary Key	
Secondary Key	
Data Redundancy	
Data Integrity	
Data Consistency	
Validation	
Verification	



Task 2: Use of Social Media in Business

You probably already use social media sites, but this unit is not about the personal use of these sites. Instead, it is about the ways in which businesses can use social media to promote their products and services. However you have probably noticed that some things that you post on social media are more popular than others: they get more likes or shares, for example. Have you ever thought about why you like or share some posts but not others? For businesses, understanding what makes people interact with a post can really help them promote their business on social media effectively.

Social media websites

There are a wide variety of different social media websites, from the very well-known ones, such as Facebook™ and Twitter™, to the less well-known ones, many of which have a particular focus. Instagram™, for example, is a social media website where users can upload images taken with their phone, while LinkedIn® is used for making business contacts.

Business promotion using social media

Social media has become hugely popular and many millions of people have signed up to accounts on social media websites. Each site has its own particular features and the sites are constantly developing and adding new facilities to keep existing account holders engaged and to attract new members.

In general, each social media website has its own unique features and structure that make it different from the others.

Create a table (as below) and complete the key features of each of the social media platforms. Facebook has been done for you.

Social Media Website	Key Features and Structure	Target Audience
Facebook	Connect to Friends Post Status Updates Dashboard View Groups Newsfeed Events Targeted Advertising	Individuals who want to know what is happening in the lives of their friends and family. Businesses who want to promote their products and services.
Twitter		
Instagram		
You Tube		
Linked In		
Pinterest		

Discuss “My Social Media” - Create a Report and discuss the following:

What social media sites do you use the most?

What features of those sites do you find most successful and engaging to use?

What types of posts get the most interaction (Likes and shares)?

Add to your report a list of the most popular features and try to identify why those features are popular.