

Name:



# Bridging Work Year 12 ICT

<b>Pass:</b>	<b>Merit:</b>	<b>Distinction:</b>
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Welcome to BTEC ICT. We are delighted that you are considering ICT as an option in Year 12. To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first ICT lesson in Year 12. These tasks have also been designed to give you a head start on the first unit of work.

We expect you spend at least 3 hours completing the tasks outlined in this pack. The activities have also been designed to help you begin to develop some of the key skills you will need for BTEC ICT. The BTEC Level 3 Extended Certificate in ICT consists of three core units plus one optional unit that accredit to one A level equivalent. The course covers the key knowledge and practical skills required in the appropriate vocational sector. All the units are assessed by completing the coursework and preparation for the controlled assessment and final examination.

You will be completing the following units on this course over two years.

## Units of study

### Y12

Creating systems to manage information (Mandatory, externally assessed) (90 GLH)

Using Social Media in Business (Mandatory, internally assessed, externally verified) (90 GLH)

### Y13

Information technology systems (Mandatory, externally assessed) (120 GLH)

Data modelling (Optional, externally verified) (90 GLH)

## Contacts for Support:

Mr Davies – Please email: [m.davies@highstorrs.sheffield.sch.uk](mailto:m.davies@highstorrs.sheffield.sch.uk) or visit room Nu11

# Bridging work

## Learning Objectives:

- Demonstrate knowledge of database development terminology, standards, concepts and processes.
- To understand that social media sites have differing target audiences.
- To be able to evaluate & compare the features of different sites.
- Be able to report on two companies and their use of social media.
- To start to develop evaluation & research skills which will be vital in BTEC ICT.

**Please submit the completed to task to Mr Davies in Nu11 at the start of your first class in September.**

Name:



## TASK 1: Databases (Create a report to Mr Davies in MS Word)

For this assignment you will need to research, describe and explain on the following database terminology. You should write a **detailed description** of each term with **an example** of how each one is used within a database system. This work supports **Unit 2** 'Creating systems to manage information' which you will study in Y12.

- 1) Describe what a Relational Database Management System (RDBMS) is.
- 1) Explain what a Tuple is
- 2) What are Attributes?
- 3) Define a Primary Key
- 4) Define Foreign Key
- 5) Explain what an entity is
- 6) What does the term Referential Integrity mean?
- 7) Explain with examples Entity relationships – One to one, one to many, many to many.
- 8) Describe what Queries are
- 9) Explain what a Composite Primary Key is.
- 10) What does Normalisation do?
- 11) Explain the normalisation process (UNF), First normal form (1NF), Second normal form (2NF), Third normal form (3NF).

## TASK 2: Social Media (Create a report to Mr Davies in MS Word)

**Social media** websites are a popular way for people to communicate and share information with friends and family. People spend a lot of time on social media websites and they give businesses opportunities to interact with people, for example to promote their business, to encourage people to visit their e-commerce site and buy, to provide customer service.

You may be familiar with social media for personal use and in this unit, you will discover how it can be used in a business context.

### Part 1: Define and explain key Social Media terms

The first part of this activity you will need to (*in MS Word*) **define** and **explain** the key terms in preparation for the Unit 3 assignment 'Using Social Media in Business' which you will study in Year 12.

- 1) Direct Advertising - *e.g. define its meaning, give an example of...*
- 2) Indirect Advertising
- 3) Search Engine Optimisation
- 4) Website and Mobile Integration
- 5) Demographics
- 6) Google Adwords
- 7) Facebook Insights
- 8) Engagement
- 9) Blogging
- 10) Post reach



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## Social Media

Do you know that each site above has *different characteristics*? For example:

Each site:

- Is utilised by businesses in differing ways
- Has differing features
- Has different structures/layouts
- Has different target audiences

## Task 2: Social Media sites:

### Part 2: Which target audience?

Compare each social media site listed above by answering the questions below; give a clear example for each one, (use MS Word)

1. Who is each site aimed at in terms of the demographics of the target audience?

- What ages?
- Social demographic?
- Gender?
- Business, social or both?
- Find user stats to support what you are saying?

2. What are the main features of each site & how are they used?

- Posting what?
- Who does it get to?
- How can it be controlled?
- How do businesses use it?

### Part 3: Researching a Company (Create a slide show)

You are to research **two companies** of **your choice** and to report on how each uses **social media sites** as part of their promotional campaigns. For each present; their **successes & failures**, the **impact of the campaign**, how they use the **sites to build business**. The report should be approximately 500 words in length (x2 sides A4).

Include a **bibliography** for all sources of information researched you have used.

#### Mark Band 1 Pass

To be eligible for mark band 1, learners must have explained each of the features. There may be omissions or errors. The level of detail may be superficial and may not give examples of how the term may be used in real world applications. For full marks in this band, learners must have described all of the listed terms.

#### Mark Band 2 Merit

To be eligible for mark band 2, learners must have explained each of the terms in some detail without any obvious omissions or errors. Each term should be illustrated with a real-world example of how the features are used. The level of detail should be comprehensive and referencing should be used for all research sources. For full marks in this band, learners must have described all of the listed terms.

#### Mark Band 3 Distinction

To be eligible for mark band 3, learners must have explained each of the terms extensively and accurately. Each term must be illustrated with a real-world example and a detailed explanation should be given about how the features are used. The level of detail must be extensive for all of the terms and referencing should be used for all research sources. For full marks in this band, learners must have described all of the listed terms with full examples and illustrations for each.