

# ICT Extended Certificate

This bridging work **MUST** be completed by the time you start your course and it will be assessed in September. The aims are for you to be ready to start learning at post 16 level.

## What do you do in your first year?

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Pearson is the Examination board for this course. Units to be covered will be Unit 3 Using Social Media in Business and Unit 2 Creating Systems to Manage Information. Unit 3 is internally assessed and unit 2 externally assessed. They are both mandatory units.

Unit 3 - You will explore different social media websites, the ways in which they can be used and the potential pitfalls when using them for business purposes. You will develop a plan to use social media strategies for business purposes to achieve specific aims and objectives. You will then implement the plan, developing and posting content and interacting with others. Finally, you will collect data on the business use of social media and review the effectiveness of your efforts. Understanding how to use social media for business purposes is useful for employment in information technology and in a variety of business sectors. Also, social media skills are closely linked with web and mobile applications development. This unit gives you a starting point for progression to roles such as social media specialist, content developer and web developer.

Unit 2 - You will study the design, creation, testing and evaluation of a relational database system to manage information. This unit is externally assessed through a task set and marked by Pearson. The task will be completed under supervised conditions for 10 hours in a two day period arranged by Pearson. The set task will assess learners' ability to design, create, test and evaluate a relational database system to manage information. The number of marks for the unit is 66.

There are therefore 2 sets of Bridging Work.

## 1. Social Media

### Summer Bridging Work- ESSENTIAL

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Task: List 4 different social media networks (e.g. Facebook) which you think a business might use. Give advantages and disadvantages of each.

### Summer Bridging Work- RECOMMENDED

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TASK: Explain why it is important for businesses to use social networking and compare this to old traditional methods eg advertising in newspapers etc evaluating benefits and drawbacks of each.

### Required Resources

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[www.socialmediatoday.com](http://www.socialmediatoday.com)

<http://mashable.com/social-media/>

### Project

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- 1 Create a report in Word that explores how a business can use social media to raise its profile and promote products and services. Research social media websites, business use of social media and what are the risks and issues?

- 2 Explain in the report the differences between Facebook, Twitter and Instagram.
- 3 Select a business that interests you and describe how they use social media to promote their products or services. Give some screenshots in the report of some of the images they may use and how do they help the user and company.

## 2. Creating Systems to Manage Information

### Summer Bridging Work- ESSENTIAL

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Task: Database structure:

- A database contains one or more **tables**
- A database with only one table is called a flat file database
- A table has rows, each row containing one **record**
- Columns in the table each contain one **field** belonging to the records

#### Questions

1. What is a Database?

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2. Think of some examples of databases used nationally and locally

- What data is held on these databases?

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What are they used for?

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If you were manually searching for a record how would you conduct this manual search for the same information that a computer could find?




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How long will it take?

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3. A database table for a paper shop has the following fields:

Field name	Data type	Comment
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PaperID		
NewspaperName		
Price		
Frequency		Daily, weekly or monthly
SundayDelivery		Is it a Sunday paper?

(a) Suggest an appropriate data type for each of the fields.

(b) (i) Which field would you suggest should be the Primary key field?

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(b) (ii) What is special about a primary key field?

\_\_\_\_\_

4. Suggest **two** different validation rules that could be applied to fields in the database.

Validation 1:	Field name:	Validation type:
Validation rule:		

Validation 2:	Field name:	Validation type:
Validation rule:		

5. Describe briefly any standards that have been applied to the field names in the table:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

6. What do the initials **DBMS** stand for?

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7. Name an example of a DBMS.

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8. What is an entity in a database?

\_\_\_\_\_

9. What is the relationship between entities and database tables?

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## Summer Bridging Work- RECOMMENDED and Required resources

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Task: Go to <http://study.com/academy/lesson/what-is-a-database-management-system-purpose-and-function.html>

Look at the video on the first tab.



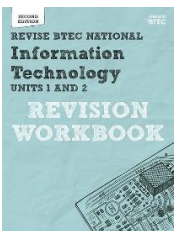
Go to the Quiz tab and answer the questions.



## Project

Research on the different types of data that might be stored by different individuals and organisations. You should research and explain relational database management systems (RDBMSs) and which environments they are suited to. All this needs to be written in Word.

## Recommended Books -Please read Unit 2

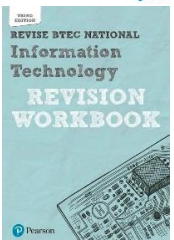


Revise BTEC National Information Technology Units 1 and 2 Revision Workbook.

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