BTEC Bridging work

The following tasks are intended to give you an introduction to the units you will complete in Year 12. They are intended to give you some background knowledge and an insight into what you will be learning over the year.

Course structure

Over the two years, you will complete the following BTEC units:

Year 12	Unit 2 - Creating Systems to Manage Information
	Unit 3 - Using Social Media in Business
Year 13	Unit 1 - Information Technology Systems
	Unit 6 - Website Development

Task 1

This task is related to the skills and content that you will learn in Unit 2 – Creating Systems to Manage Information.

Carry out some research and produce a presentation which covers the following topics:

- What is a database?
- Where are databases used in real life? (hint – there will be literally millions of examples!)   When designing a database, what is meant by:
    - o An entity o
    - Attributes o
    - Relationships o
    - Primary keys o
    - Foreign keys
- What is an entity-relationship diagram?
- Why is correct to use individual tables to store data about individual entities?   What are queries, and when would you use them?

The intended audience for your presentation is the other students in your class.

Task 2

This task is related to the skills and content that you will learn in Unit 3 – Using Social Media in Business.

Produce a review of two social media sites, the features they have, and how businesses use them. You can use any social media sites you like, as long as you can find out how businesses use them (as opposed to how people use them socially). Try to find out the following information:

- What the business was aiming to achieve with the social media campaign
- What their strategy was

- How successful or otherwise the campaign was
- What some of the issues were (or could have been)

Aim to produce about a side of A4 typing per campaign.