



Level 3 BTEC Extended Certificate Information Communication Technology

WHAT?

A Level 3 BTEC course at Our Lady's Catholic College Lancaster in IT.

HOW?

Complete a number of different units, using a combination of techniques, media and software to implement solutions to IT related scenarios and problems.

WHY?

We're in the 21st century and today everything's about technology. It's seen in almost every aspect of modern life. If you enjoy technology and specifically keeping up with the latest advances in the field of information technology, you might want to turn your hobby into a career. In today's society, information is paramount and information technology (IT) influences all kinds of human activity. Benefits of technology include increased productivity in many work-related and personal tasks.



Level 3 BTEC in IT

Meet the Teachers



Dear Students,

Welcome to The BTEC Level 3 IT Course! Our hope is that by the end of this course you have a new appreciation for the subject matter and will continue your education in the subject. We are looking forward to the opportunity we will have to learn and grow together in the course over the next two academic years.

The course has a significant workload and the practical elements can be particularly time consuming as you will almost certainly need to troubleshoot problems individually or (better still) as a group. While the written assignments and timed final exam must be your own work, the remainder of the class is a collaborative endeavour; we will help facilitate this process, but will not hand you solutions. We really hope that you will find our interactions rewarding and we are confident that the knowledge gained will serve you well in your futures.

If you have any questions or concerns, please do not hesitate to contact us via email.

We look forward to helping each of you succeed in September if you decide the course is right for you!

Dan Nixon & Stephanie Bell

The Course

BTEC Level 3 National Extended Certificate in Information Technology

The BTEC in Information Technology aims to develop the knowledge and skills required to understand the use of ICT in a modern business environment. This qualification is designed for students 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, not necessarily in IT.

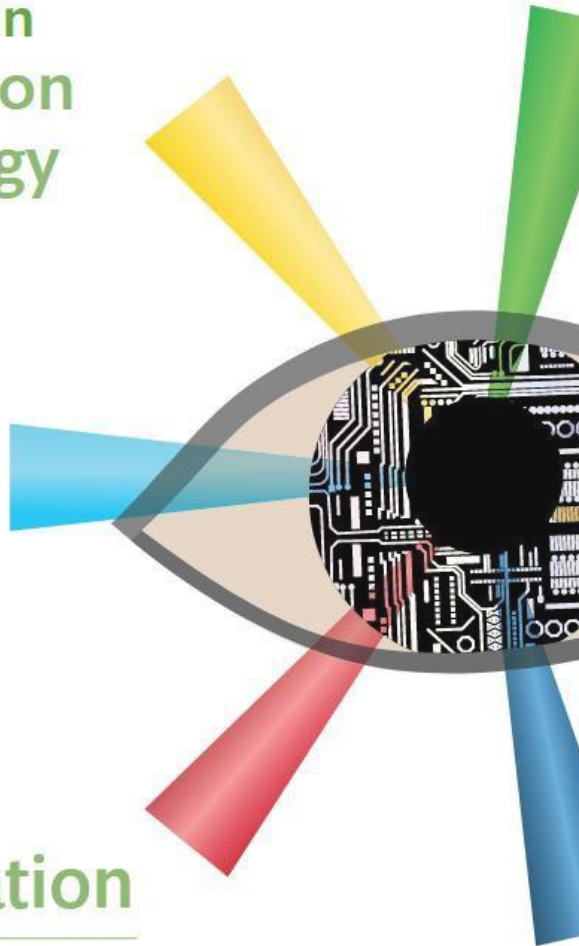
Throughout this course, you will:

- study the role of computer systems and the implications of their use in personal and professional situations.
- study the design, creation, testing and evaluation of a relational database system to manage information.
- explore how businesses use social media to promote their products and services. You will also implement social media activities in a business to meet requirements.
- study how data modelling can be used to solve problems. You will design and implement a data model to meet client requirements.

During this course you will be given the opportunity to develop your knowledge and skills in IT systems, systems management and social media in business. This will enable you to progress to further study in the IT sector or other sectors.



Pearson BTEC Level 3 National Certificate in Information Technology



Specification

First teaching from September 2016

First certification from 2017

Issue 5



What do I need?

Key Information Summary

Course Title BTEC Level 3 National Extended Cert in IT

Examination Board Pearson

Linear Qualification? No

Course Webpage

<http://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html#tab-1>

Entry Requirements

Have studied and gained a Level 2 IT qualification (Not ECDL) + Grade 4 GCSE or above in English language *

Please click on the image
opposite to download the
latest specification.



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Unit 3 Preparation

Unit 3: Using Social Media in Business



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 or to encourage people to visit their e-commerce site and buy. 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.

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 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.

This unit is assessed through an internally set assignment that you will complete during your timetabled lessons. The result in this unit contributes to 25% of the final qualification grade.

Unit 3 – Social Media

Internally Assessed Coursework

Have a look through some of these Google courses which will help you in Year 12.



Get a business online

Created by Google

☰ Modules: 7 ⌚ Hours: 3

Start Unit



Make sure customers find you online

Created by Google

☰ Modules: 4 ⌚ Hours: 3

Start Unit

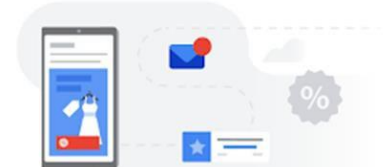


Promote a business with content

Created by Google

☰ Modules: 4 ⌚ Hours: 3

Start Unit



Promote a business with online advertising

Created by Google

☰ Modules: 5 ⌚ Hours: 3

Start Unit