BTEC National Extended Certificate in IT

Why Choose This Course?

▶ Modular approach.

▶ Real-life, transferable skills developed.

▶ Up-to-date content.

▶ Leads to University study, Apprenticeships and jobs.

▶ A mix of practical and theory work.
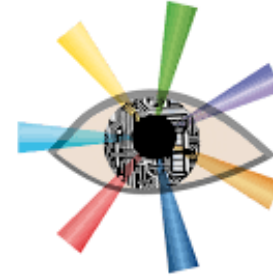
▶ Portfolio work, practical exams and written exams.

Entry Requirements

- There are **no entry requirements** to study this course.

- You **can** study BTEC IT and A Level Computer Science as the content is very different!

- BTEC IT goes well with Business Studies as the Social Media Unit links with Marketing.
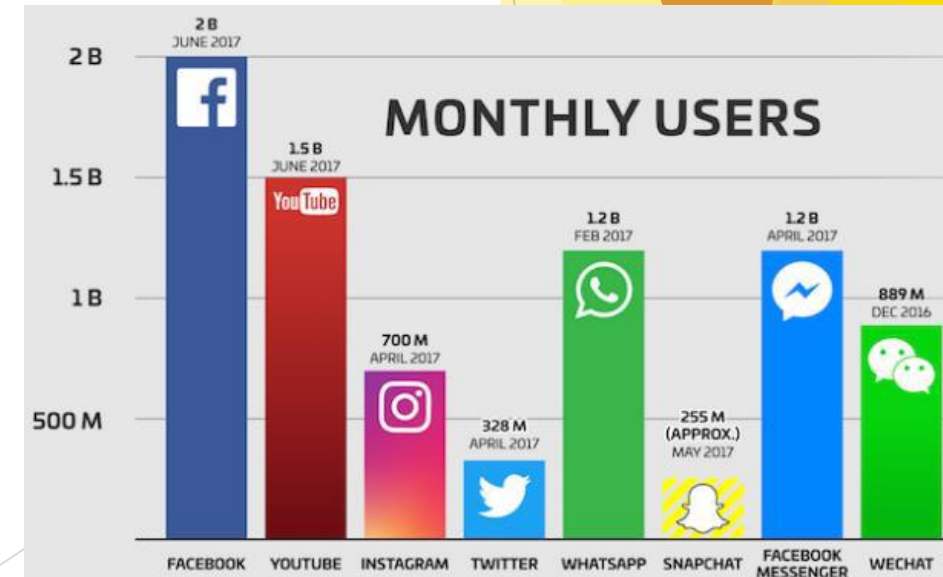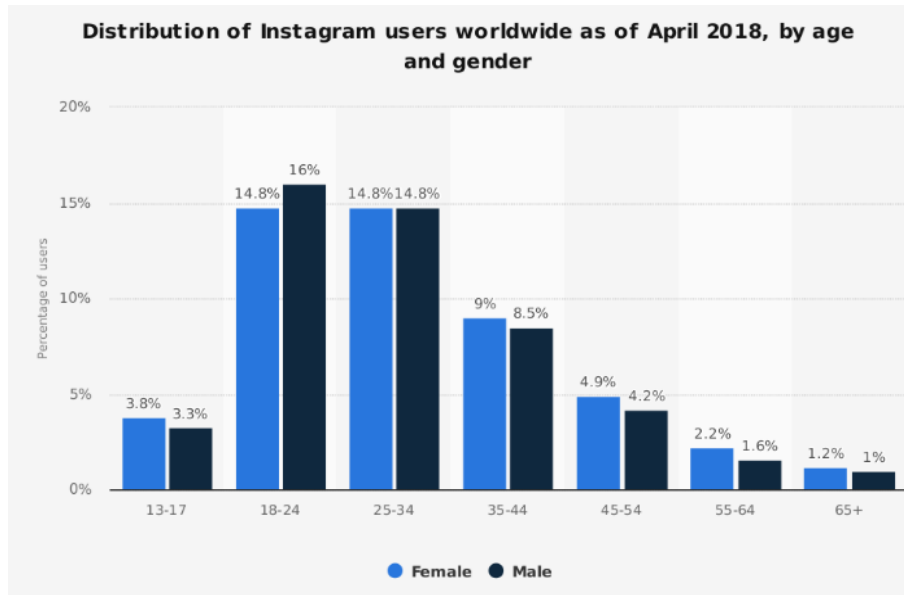
Course Outline

Information Technology

- ▶ You will study **4** modules.
- ▶ Year 12:
  - ▶ Using Social Media in Business (**portfolio**) – taught by Mrs Jones
  - ▶ Creating Systems to Manage Data (**practical exam**) – taught by Mr Lefevre
- ▶ Year 13
  - ▶ IT Systems (**written exam**) – taught by Mrs Jones
  - ▶ Data Modelling (**portfolio**) – taught by Mr Lefevre

Social Media in Business

▶ Core Unit. Assessed via portfolio.

▶ Learn about:

  ▶ Who uses which Social Media (demographics)

  ▶ How to best target marketing over Social Media (keywords)

  ▶ When to advertise to get the most views (usage stats)

  ▶ How to track campaign successes (analytics)

▶ Use your knowledge to develop a Social Media Plan to promote a local business.

Distribution of Instagram users worldwide as of April 2018, by age and gender

MONTHLY USERS

Coursework Examples

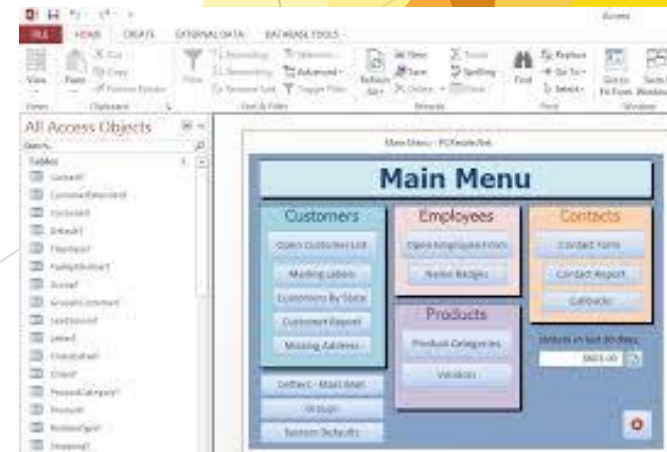| 7/3/2019 Thursday	On the Thursday Gus could upload a picture similar to this... "What's your opinion on using gloves when lifting? Some people do use them whilst others don't. Do they benefit and help your performance? Comment below your opinions... #Gym #Gloves #Weightlifting #Support #GripSupport"	#Gym #Gloves Weightlifting #Support #GripSupport	This sort of post encourages audience members to interact. Although it would bring a mix of opinions, e.g. "they're great and help a lot"... "they're ridiculous and pointless" etc., it means people are interacting and giving their opinions, meaning if a lot of people like them Gus could think about selling gloves in his gym.

Feedback from past students

▶ I used what I learned in the Social Media unit to promote my online clothing sales business - DS

▶ In lockdown I used Social Media to develop my personal training business and now deliver online training to several clients a week - JP
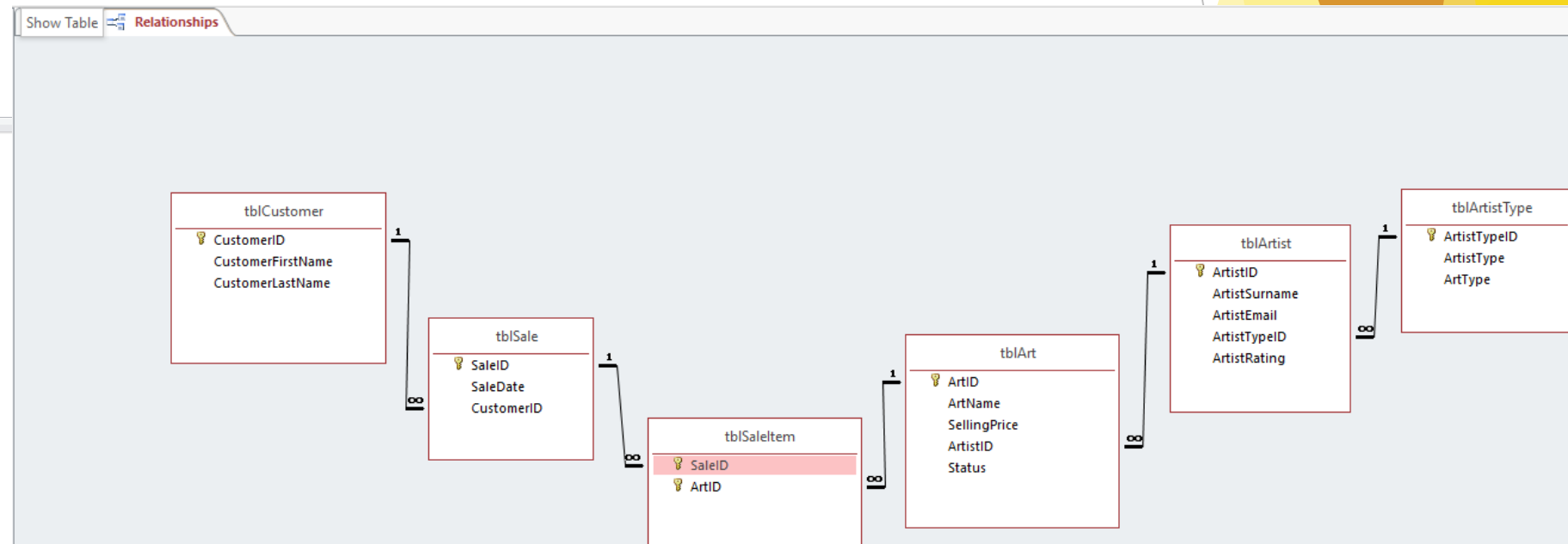
Creating Systems to Manage Data

▶ Core unit. Assessed via a practical exam over 2 sessions.

▶ Learn:

  ▶ Why business use databases

  ▶ How to set up a database

  ▶ How to find information from a database

  ▶ How to output data from a database

  ▶ How to protect data

  ▶ What laws govern data storage

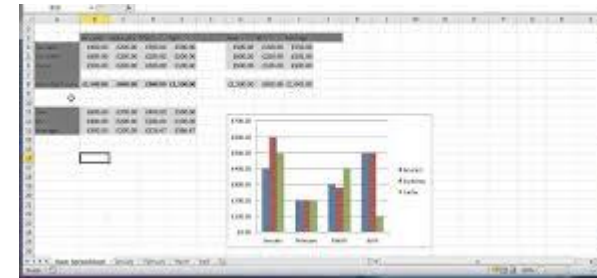▶ Use your skills to set up databases to manage customer orders, or events.

Sample Exam work

Data Modelling

▶ Portfolio unit.

▶ Learn:

   ▶ Skills in setting up spreadsheets

   ▶ Creating formulae and functions

   ▶ Making spreadsheets work for you and produce suitable outputs

▶ Use your skills to design and build a Spreadsheet to help a business to model the impact of financial changes. How could they react and still make a profit?

Example Coursework

Feedback from past students

- I use Spreadsheets to keep track of the purchases and sales of my online business. It means I know how much money I am making – DS

- I use Spreadsheets to track my clients progress and to monitor my income - JP

IT Systems

- Core unit. Assessed via a 2 hour written exam. Questions are asked in a real world scenario.

- Learn:

  - How to select the right computer system for a specific need

  - Networks, what they are, how they are set up and used

  - How data is threatened and how this can be overcome

  - How businesses operate online

  - How online communities work

  - IT Laws

- Use your knowledge to help you select computer equipment, understand your rights and responsibilities, and how to protect your data.

Results

- 100% Pass Rate.

- All past students attained their target grade or above.

- In 2020 all students completed all aspects of the course so were unaffected by Centre Assessed Grades.

Grade	2020	2022	2023
Distinction*	15%	25%	9%
Distinction	57%	50%	45%
Merit	28%	25%	46%
Pass	0%	0%	0%

Pathways

▶ IT develops skills that you will use in your other post-16 courses e.g. presentation and report writing skills.

▶ You could progress to further studies at **University** in ICT, Cyber Security, Computing, Social Media Marketing, Networking or Games Design.

▶ **Apprenticeships** in Networking, Social Media Marketing, IT, Engineering.

Contact Details

- Mrs Jones, ajones@stfrancis.cc