

Subject: Extended Certificate in Information and Communication Technology

Year 12	Year 13
<p>Using Social Media in Business: Students will learn about the developments in social media and the features, structure and target audience of different social media platforms. They will consider how social media can be used to advertise, communicate and provide customer service. They will also learn how to use data analytics to ascertain the effectiveness of posts.</p> <p>Students will understand how negative reviews, time constraints and unforeseen consequences can impact a company and its reputation.</p> <p>They will understand the various security issues relating to use of social media such as virus infection, potential for ransom / blackmail and theft of company-sensitive information.</p>	<p>Information Technology Systems: Students will understand the concepts and limitations of a range of digital devices. As part of their studies, students will learn about the relationship between hardware and software and types of operating system. They will understand the role of the OS in managing the features of an IT system. A range of user interface types will also be studied and students will be able to discuss the factors that affect the choice and use of different user interfaces.</p> <p>Technology is ever-changing and students on this programme will consider how emerging technologies can affect the performance of IT systems.</p> <p>Students will learn about the concepts, processes and implications of transferring data within and between IT systems. This will include connectivity (wireless, wired etc) and networks types (LAN< WAN< PAN< VPN). They will consider the factors affecting choice of network.</p> <p>In this module, students will study the protocols used to govern and control data. They will learn about security issues and factors that have an impact on performance, including data compression.</p> <p>Students will study the features, impact and implications of the use of online IT systems to store data and perform tasks. This will include personal and professional use of cloud storage and computing.</p> <p>We will investigate the ways and implications of communicating and interacting with online communities.</p>
<p>Developing a Plan to use Social Media: Students will investigate the processes needed when planning use of social media – specific business planning, content and publishing, developing online communities and enforcing social media policies. They will understand the importance of working with a client – establishing timescales and responsibilities, selecting suitable platforms and identifying targets.</p> <p>Through practical application, students will plan posts for an identified audience, ensuring it is engaging. They will also create social media business accounts and apply the knowledge they have gained in a practical manner, reviewing their work as they progress.</p>	<p>Website Development: Students will consider the principles of website design and search engine optimisation. They will design a website to meet client requirements, applying principles used by professionally created websites. They will seek and respond to feedback from others and create a testing plan to test functionality.</p> <p>Throughout this module students will learn how to use tools such as HTML, HTML5, tables, forms, navigation, colour schemes and styles, CSS and platform compatibility amongst others. They will understand how to make an accessible website and comply with relevant legislation.</p>
<p>Creating Systems to Manage Information: Students will learn about the purpose and structure of relational databases. They will study types of RDBMS and their characteristics. Students will learn to use database software tools and SQL to define, modify and remove data.</p> <p>Students will create and configure appropriate relational database management systems and SQL tools to produce a database to a client's requirements, which will then be tested, refined and evaluated.</p>	