St Mary's CE High School Curriculum Map 2023-24

BTEC Level 3 National Extended Certificate in Information Technology Year 12 Single Qualification

Unit 2 Creating systems to manage information

Unit 3 Using social media in Business

	Autumn 1a **Learning Aim A – The purpose and structure of relational database management** **Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services**	Autumn 1b **Learning Aim B – Standard methods and techniques to design relational database solutions** **Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services**	Spring 2a **Learning Aim C – Creating a relation database structure** **Learning Aim B – Develop a plan to use social media in a business to meet requirements**	Spring 2b **Learning Aim D – Evaluating a database Development Project** **Learning Aim B – Develop a plan to use social media in a business to meet requirements**	Summer 3a **Unit 2 Recap and Revision as well as the exam** **Learning Aim C – Implement the use of social media in business**	Summer 3b **Learning Aim C – Implement the use of social media in business**
CONTENT	**A1** - Relational database management systems **A2** - Manipulating data structures and data in relational databases **A3** – Normalisation **A1** – Social Media Websites **A2** – Business uses of social media	**B1** – Relational database design **B2** - Design Documentation **A2** – Business uses of social media **A3** - Risks and issues	**C1** – Producing a database solution **C2** – Testing and refining the database solution **B1** – Social media planning processes **B2** – Business requirements **B3** – Content planning and publishing	**D1** – Database design evaluation **D2** – Evaluation of database testing **D3** – Evaluation of the database **B4** – Developing an online community **B5** – Developing a social media policy **B6** – Reviewing and refining plans	Unit 2 revision & exam **C1** – Creating accounts and profiles **C2** – Content creation and publication **C3** – Implementation of online community building	**C4** – Data gathering and analysis **C5** - Skills, knowledge and behaviours

SKILLS						
	Students will learn about the different types of relational database management systems (RDBMS) and their characteristics. Students will use RDBMS software tools and structured query language (SQL) to define, modify and remove data structures/data. Students will learn what normalisation is and how it is used within databases to develop efficient data structures. Students will explore the impact of social media on the ways in which businesses promote their products and services. They will explore how businesses can use social media websites to support their aims and needs. Students will explore the businesses uses of social media and the type of content that they can post on social media Students will also develop their literacy, research and analysis techniques.	Students will learn how to use a selection of RDSMS and SQL software, tools, techniques and processes. Students will learn the features & characteristics of relational database design techniques and their application Students will explore the businesses use of social media and how they can develop their business/customer relations using social media. Students will explore the risks and issues that businesses face by using social media Students will also develop their literacy, research and analysis techniques	Students will learn how to select and configure appropriate RDBMS and SQL tools to produce a database solution to meet client requirements. Students will learn how they can test and refine a database solution. Students will develop a plan to use social media in a business to meet requirements. They will look at the processes they need to consider when planning the potential use of social media for their business. They will develop their business requirements which will include set client requirements. Students will then develop the content that will go on their business's social media page, this will include planning their posts and any other content that is to be posted. Students will develop their planning and time scaling skills as well as their literacy and analytical skills.	Students will learn the characteristics, concepts, impact and implications of testing methodologies to monitor and evaluate database design, the database created, testing processes and the success of the solution. Students will develop a strategy for their client to encourage online community building, they will also 'work' with their client to create a social media policy applicable to the business. Students will review and refine these plans with their client and any potential stakeholders to the improve the quality, effectiveness and appropriateness of the plans. Students will develop their planning and time scaling skills as well as their literacy and communication skills.	Unit recap and refinement of skills taught Students will then select and use appropriate social media website tools & techniques to implement their plan. This will include 'creating accounts & profiles', the content and publications to go on the accounts and the implementation of an online community. Students will develop their literacy, creativity and their evaluative skills	Students will gather and interpret data from their social media posts. They will then evaluate and improve upon these posts. Finally, they will evaluate their own performance, knowledge and behaviours. Students will develop their data analysis skills and their evaluative skills.

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KEY QUESTIONS	What are the different types of database management systems? What are the different RDBMS based relational models? What are the software tools and SQL structures used for defining, modifying and removing data structures? What is the role of normalisation? How can the developments of social media affect the way businesses promote products and services? How can businesses use social media websites to support their businesses aims and needs? What are the different features of social media websites?	What are the different selection of RDBMS & SQL software tools and techniques that can be used in relational databases? What are the features and characteristics of relational database design techniques and their applications to solve problems? What are the risks involved in using social media? What issues can arise from businesses using social media?	How can we select and configure the appropriate RDBMS & SQL tools to produce a database solution? How do we test and refine database solutions? What are the processes to consider when planning the potential uses of social media in a business? How do we set business requirements for businesses using social media? How do we plan posts and other content to be published on social media?	How can we evaluate a design against the given requirements? How do we evaluate the application of test data to ensure that the database solution meets requirements? How do we develop a strategy to encourage online community building? How do we work with a client to create a social media policy acceptable to businesses? How do we work with client and other relevant stakeholders to improve the quality, effectiveness and appropriateness of the plans?	How do we create accounts and profiles for businesses? How do we create content and publish them form businesses? How do we implement an online community? How can a business use hashtags? Why is it important to monitor and reply to comments?	How do we gather and analyse data? How do we identify audience profiles? Why is it important to monitor the number of likes and shares?
ASSESSMENT	Exam style questions based on learning aim A Report based on how social media can impact on the ways in which businesses promote their products and services.	Exam style questions based on learning aim A & B Report based on how social media can impact on the ways in which businesses promote their products and services	Exam style questions based on learning aim A, B & C Report based on how to develop a plan to use social media in a business to meet requirements	Exam style questions based on learning aim A, B, C & D Report based on how to develop a plan to use social media in a business to meet requirements	Exam style questions based on learning aim A, B, C & D Report based on how to develop a plan to use social media in a business to meet requirements & implementing the use of social media in a business	Report based on how to develop a plan to use social media in a business to meet requirements & implementing the use of social media in a business