



BTEC IT
LEVEL 3

INDUCTION ASSIGNMENT

INDUCTION ASSIGNMENT FOR BTEC Level 3 IT

Assignment Outline

Conduct an investigation/research into the following questions:

- How can businesses use social media websites to support their aims and needs?
- Explain what needs to be considered when a business is planning to use social media.
- Evaluate the risks and issues there are for businesses using social media sites?

It is expected that the report on this research contains both primary and secondary sources, has a report-style structure and is both analytical and evaluative.

A bibliography should also be included, to reference all the sources used.

Students are expected to produce no less than 2 sides of A4 (not including a bibliography), font size of 12.

Assessment

The assignment will be assessed by your teacher and graded as High Quality, Good, Satisfactory or Unsatisfactory. The grade will be used alongside other assessments to decide whether students are on the appropriate course early on.

Completion dates

The completion date for this assignment is the 11 September. It can be submitted by hard copy to your teacher or emailed. Contact details of teaching staff will be given to students at the start of the course in September.

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Further Study/Reading Resources

BBC Click – online and TV resource. Provides updates on the latest technologies and their impact on society and commerce etc.

The Gadget Show – Channel 5. Provides updates on the latest consumer gadgets.

High-street Magazines eg ComputerActive, PC Pro, WebUser

Websites

www.thestudentroom.co.uk

http://www.teach-ict.com/news/news_weekly.htm

<http://www.wired.com/>

<http://www.theregister.co.uk/>

<http://www.bbc.co.uk/news/technology/>