

**Task 1:**

**Research report into Databases**

Produce a brief report on the important role databases play in modern businesses, explaining the advantages and disadvantages they offer.

Some areas you may wish to research/consider when producing your report include:

- Research into Microsoft Access Databases, what tools are available and how they work. (This should form the bulk of your report)
- Find examples of how businesses make use of database systems to help them to be successful.
- Why is it important for databases to be efficient? What does the term 'redundancy' mean in terms of databases?
- What is meant by the term 'Relational Database'? What are the different types of relationships in a database?
- What is meant by the term 'Data Normalisation'?
- How is SQL used in databases?

**Task 2:**

**Research report into social media in business**

Unit 3 on your course is all about how businesses use social media to benefit their companies. In this unit you will

Explore the impact of social media on the ways in which businesses promote their products and services. Develop a plan to use social media in a business to meet requirements and implement the use of social media in a business.

Your task is to produce a brief report on how businesses can utilise various social media platforms.

Some areas you may wish to research/consider when producing your report include:

- Features of the different social media platforms, what can they offer to businesses? (Different social media platforms are better / worse for certain aspects!)
- How can Social Media help support the business with things such as customer service, communication, promotion and advertising etc.
- Produce a range of "How to's" and "How NOT to's" for the various social media. E.g. How to make sure the business page looks professional.
- Data analysis the business can conduct using social media.
- How can / do businesses produce content for the different social media platforms?

**Task 3:**

**Create a database for a car garage**

Unit 2 on your IT Course is all about creating a system that is able to manage and manipulate data to produce good quality information to the end user.

First, you need to create a database table then think what information is needed for each car, these will be your 'fields'

Some examples:

Car Reg (primary key)

Car Make

Car Model

Year

Etc!

Make up some example data, 10-20 records should do.

Create queries to search through the database.

For example:

Find all RED cars

Find all Toyota's that are less than 5 years old

Find all cars that Reg starts with DX

And so on

Create a form to make it easier for the user to search through and add records to the database

Create reports from the queries that can then be printed out.

Create a homepage that has buttons to the different parts of your database. E.g. one button takes you to the raw data, 1 button runs a query, 1 button takes you to the form etc.

**Extensions:**

Research into 'Relational databases' and then apply this knowledge to the database that you have made.

## Want more?

Here's a link to a great BBC documentary about how Amazon are using our data:

<https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us>

BBC Click is a great programme that reports back on all of the latest goings on in the Tech industry:

<https://www.bbc.co.uk/programmes/b006m9ry>

BBC Tech News is always a good place to look for the latest breaking news stories in the world of tech: <https://www.bbc.co.uk/news/technology>

Don't forget, you can always ask us for extra bits and bobs for you to do / research into etc.

## Any issues?

Mr Eldershaw- [s.eldershaw@alleynes.staffs.sch.uk](mailto:s.eldershaw@alleynes.staffs.sch.uk)

Mrs Spooner- [h.spooner@alleynes.staffs.sch.uk](mailto:h.spooner@alleynes.staffs.sch.uk)

Mr Millington- [j.millington@alleynes.staffs.sch.uk](mailto:j.millington@alleynes.staffs.sch.uk)