

GETTING AHEAD



Start to develop skills that are relevant to your course before you join HSDC this September!

IT - BTEC Level 3 Extended Certificate

How businesses use information

Consider several organisations of your choice. These could be, for example, your local council, a college, a shop or a club. List all the types of information which you think each organisation is going to need. For each item you listed, find out where they could get the information from and describe it. In each organisation, describe which departments would be involved in collecting and processing each of the information items you listed. Explain why you think there are similarities and differences in the information the company need and what they do with it.

Sources of information to help you do this exercise:

Information needed to start a café:

<https://bionic.co.uk/blog/ultimate-guide-to-running-a-cafe/>

Information needed when setting up a club:

<https://www.rowperfect.co.uk/newhaven-a-case-study-setting-up-a-new-rowing-club/>

Information used by colleges:

<https://www.aoc.co.uk/about-colleges/research-and-stats/data-sources>

Information used by councils:

<https://www.westsuffolk.gov.uk/privacy/howweuseinformation.cfm>

Note: If clicking on the links doesn't take you directly to the website, try copying the links into a search engine and opening the best match

We look forward to seeing you in September!

For further information about your College and being a student at HSDC, please visit hfdc.ac.uk/Alton

Data security risks and countermeasures

A hobby/craft company has had to close its high street shop and the owner is relying on the systems she set up on the internet to sell her products online instead. The company has a YouTube channel which provides video demonstrations of how to use the company's products and the employees are selling the company's products on e-Bay. The owner and her employees have five PCs linked in a workgroup with a shared broadband Internet connection. The system was set up about three years ago but they don't have a support contract, so they have been on their own; none of the people who work there know much about running a network. Simon, a family friend, is worried about security and has asked you to give him some advice. He says they bought some anti-virus software three years ago, but he thinks it may be out of date now. You ask him some other questions, but he doesn't know the answers. He says they get a lot of spam e-mails and the computers seem to run slowly sometimes but he is not aware of any specific problems. They don't use passwords as people keep forgetting them, but data does go missing sometimes.

Task 1 What would you do to check the company's systems to ensure they are not infected with any kind of malware? Make a check list of things you would investigate and changes you might need to make.

Task 2 Does the company need any additional software to keep their system secure in the future? If so, what type of software would you recommend?

Task 3 Make a list of the regular actions the employees need to take and the things they should check regularly to keep their system safe.

Task 4 What other security procedures should the company instigate to help protect the IT equipment? Bear in mind that it is now an online business, so any measure to restrict access to the building where the computers are stored will not be relevant because people will not know the physical location of the computers and can access them remotely at any time.

Sources of information to help you do this exercise:

How to detect malware: <https://www.wikihow.com/DetectMalware>

Independent Tests of Anti-Virus software: <https://www.avcomparatives.org/>

5 ways to overcome IT security threats: <https://www.rutternet.com/blog/5-ways-to-overcome-it-security-threats>

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6 threats all organisations need to plan for: <https://www.itgovernance.co.uk/blog/6-threats-all-organisations-need-to-plan-for>

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How social media can be used to promote companies

Select an organization that you do business with or you admire. Then research how it uses at least two different social media channels, for example, Facebook and Twitter to engage with customers / supporters. Describe everything you like about how it uses each channel, what you don't like, and give reasons for your opinion.

Sources of information to help you do this exercise:

How IBM uses social media:

<http://smbp.uwaterloo.ca/2017/12/ibmusing-social-media-from-sales-to-guidelines/>

How IBM uses LinkedIn:

<https://www.youtube.com/watch?v=AZOPlmzzjuE>

How the Ford Motor Company uses social Media:

<https://www.jeffbullas.com/the-7-secrets-to-fords-social-media-marketing-success/>

Ford social media chief Scott Monty explains the automaker's presence on Google+:

<https://www.youtube.com/watch?v=uWBAZpEEMbg>



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