

**Pearson BTEC International Level 2 Award, Certificate, Extended Certificate, Diploma**

**June 2023 – Version 1**

**Recommended time** 20 hours

**Paper  
reference**

**60109P**

## **Information Technology**

**UNIT 1: Using IT to Support Information and Communication  
in Organisations**

**Pearson Set Assignment Brief**

**Single Part Assessment**

**You must have:**

Bakery\_sales\_data.csv

For use with:

**Pearson BTEC International Level 2 qualifications in Information Technology**

*Turn over* ►

**W77581A**

©2023 Pearson Education Ltd.  
1/1/



**Pearson**

## **Instructions to Teachers/Tutors**

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

### **Conditions of supervision**

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 20 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### **Outcomes for submission**

Learners must complete this Set Assignment on a computer using office productivity software and communications tools and platforms. Learners should record evidence of the use of communication platforms in an appropriate format using office productivity software. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners are provided with a sample of data that they can use, in addition to their own data and information, for Activity 2 and Activity 3.

Learners must submit their own, independent work as detailed in the Set Assignment. Each learner must complete an authentication sheet.

## Instructions to Learners

Read the Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work.

## Set Assignment Information

Cutbiss Bakery is a small chain of bakeries with two shops in different locations across the United Kingdom. The company produces a range of cakes and desserts each day that are sold in the shops.

In each shop the company employs a manager and three bakers. The managers and the bakers work in the kitchen producing the cakes and desserts and interact with customers.

The company also has a head office that employs a further six staff (including management) who support the other functions of the business. Some of its staff have additional needs such as sight loss and motor function impairment.

The company has a website where customers can place orders for:

- bulk orders of cakes and desserts for events
- unique celebration cakes e.g. birthdays, weddings etc.

Online orders must be collected by the customer from one of the shops.

Currently the company makes only limited use of social media.

You have been employed by Cutbiss Bakery to work alongside the company's existing IT staff. As part of your role, you will look at how using IT can support different aspects of the business and help prepare information that will be communicated to internal and external stakeholders.

## Set Assignment

You must complete ALL activities.

### ACTIVITY 1 – suggested time 4 hours

The owner of Cutbiss Bakery wants to invest large sums of money upgrading and expanding the company's use of IT.

Produce a report showing how IT can support the business needs of the company, and how IT provides value for a business.

Your report should:

- explore the business needs of Cutbiss Bakery (and other food and drink producers/retailers) which may include (but is not limited to):
  - engaging and communicating with current and potential customers
  - improving sales and increasing profits
  - providing internal and external stakeholders with relevant information about the company and its products
  - improving productivity of staff
  - meeting the needs of staff and customers
- explore how data and computer systems support the business functions of Cutbiss Bakery and other commercial businesses in the hospitality (food and drink) sector.
- provide an evaluation of the value of data and computer systems, and their potential impact on Cutbiss Bakery.

When completing your report, you should draw on your knowledge of IT and data within organisations as well as research into commercial businesses specifically in the hospitality (food and drink) sector.

This activity covers learning aim A.

A.P1, A.P2, A.M1, A.D1

## ACTIVITY 2 - suggested time 8 hours

You must prepare an information campaign and communicate it to internal and external stakeholders.

The campaign could include (but is not limited to):

- updates on sales for senior managers such as:
  - sales trends
  - popular and less popular products
- communications to improve customer engagement
- adverts to attract potential customers.

Your manager has provided you with some data on recent sales that you can use in your campaign. You should also use this data to help inform what additional data and information you might gather and how you will approach the information campaign.

Produce a communications plan for your information campaign.

Your plan should provide details of:

- the data that you have gathered, interpreted and prepared for inclusion in the campaign
- the internal and external stakeholders that will be targeted in the campaign
- the mediums/platforms of communication that will be used to communicate with the identified stakeholders
- the keyword strategies you will use
- content plans for a series of related communications
- a publishing schedule.

Your plan should also include a rationale, where you give reasons for the planning choices you have made, supporting these with appropriate evidence.

You should use both the provided data set and data that you source yourself.

This activity covers learning aim B.

B.P3, B.P4, B.M2, B.D2

You are provided with this file for use during this task:

*Bakery\_sales\_data.csv*

### **ACTIVITY 3 - suggested time 8 hours**

You must now implement the information campaign that you planned in Activity 2.

You should ensure that you:

- make effective use of a range of information, platforms and mediums
- communicate with both internal and external stakeholders in a manner that is appropriate for the:
  - chosen medium/platform
  - target audience
  - key messages
  - brand/company image.

You may evidence this activity using any sensible method (or combinations of methods).

Your evidence may include, but is not limited to:

- annotated screen shots
- printouts/PDFs generated from productivity software
- presentations/slide shows
- copies of the original work (e.g. word processing documents, image/video files).

This activity covers learning aim C:

C.P5, C.P6, C.M3, C.D3

## Assessment criteria

Pass	Merit	Distinction
<b>Learning aim A: Explore how IT meets the needs of organisations</b>		<b>A.D1</b> Evaluate the value of data and computer systems and their potential impact on an identified organisation in relation to their business needs.
<p><b>A.P1</b> Outline the business needs of an identified organisation.</p> <p><b>A.P2</b> Outline how data and computer systems support the business functions of an identified organisation.</p>	<p><b>A.M1</b> Describe how data and computer systems provide measurable value for an identified organisation.</p>	
<b>Learning aim B: Plan an information campaign for an identified organisation</b>		<b>B.D2</b> Produce a comprehensive communications plan for an information campaign that will use a range of information, platforms and mediums.
<p><b>B.P3</b> Produce a basic communications plan for an information campaign.</p> <p><b>B.P4</b> Prepare information for internal and external stakeholders ready for inclusion in a campaign.</p>	<p><b>B.M2</b> Produce a detailed and effective communications plan for an information campaign that will use a range of information, platforms and mediums.</p>	
<b>Learning aim C: Produce an information campaign for an identified organisation</b>		<b>C.D3</b> Implement a comprehensive and effective information campaign to communicate with internal and external stakeholders using of a range of information, platforms and mediums.
<p><b>C.P5</b> Communicate information to internal stakeholders using an appropriate method as part of an information campaign.</p> <p><b>C.P6</b> Communicate information to external stakeholders using an appropriate method as part of an information campaign.</p>	<p><b>C.M3</b> Implement a detailed information campaign to communicate with internal and external stakeholders making use of a range of information, platforms and mediums.</p>	