

KS4 Business Studies - RRs & Lexicon

The below indicates the key words to be covered in each half term, for each year group, as well as the Rapid Read texts which will be explored.

| Year Group | HT1 | HT2 | HT3 | HT4 | HT5 | HT6 |
|------------|---|--|--|--|--|--|
| 10 | Rapid Read: Disneyland Shanghai Key words: Entrepreneur Self-Fulfillment Passion Determination Innovation | Rapid Read: Blizzard games Key words: Quantitative Qualitative Bias Segment | Rapid Read: Best buy Key words: Aesthetic Moodboard Comprehensive | Rapid Read: Rideshare India Key words: Profit Revenue Break even Variable | Rapid Read: Yotel Key words: Viability Ethical Economy Contingency | Rapid Read: Kylie Jenner Make-Up Key words: Marketing Medium Promotion Public relations |
| 11 | Rapid Read: Entrepreneur Profile Key words: Lifecycle Differentiation Penetration Psychological | Rapid Read: Bamboo Toilet Roll Key words: Franchise Liability Crowdfunding | Rapid Read: Hopfrog Key words: Chamber of commerce Branding Identity | Rapid Read: Playstation Key words: Endorsement Pitch Visual aid | Rapid Read: Jamie Oliver Restaurants Key words: Persuasiveness Constructive Detailed | Rapid Read: n/a Key words: Context Analyse Evaluate Benefit Negative |