

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