

## 1.1 Scarcity, choice and potential conflicts 稀缺性、选择和潜在冲突

### 1.1.1 The Economic Problem 经济问题

The problem of scarcity is when there are finite resources but unlimited demand.

This means that choices have to be made and resources have to be distributed and used optimally.

稀缺性问题是指出资源有限但需求无限。

这意味着必须做出选择，必须对资源进行最佳分配和使用。

**Scarcity 稀缺性** – The shortage of resources in relation to the quantity of human wants. 相对于人类需求的数量而言，资源的短缺。

– Insufficient resources to supply everyone' s needs and wants.

- 没有足够的资源来供应每个人的需求和愿望。

Scarcity causes opportunity cost. Opportunity cost is the value of the next best alternative. It relates specifically to the loss of the next best alternative, not just any other alternative. Making an economic choice creates a **sacrifice** as the next alternative must be foregone. This results in the **loss of benefit** (often the pleasure rather than the actual cost) that the choice would have provided.

稀缺性导致机会成本。机会成本是下一个最佳选择的价值。它具体涉及到下一个最佳选择的损失，而不仅仅是任何其他选择。做出经济选择会造成牺牲，因为必须放弃下一个选择。这导致了选择所能提供的利益的损失（通常是快乐而不是实际成本）。

**Opportunity Cost 机会成本** – cost (value) of an opportunity (highest value alternative) that has m been foregone when a choice is made  
做出选择时放弃的机会（最高价值选择）的成本（价值）

· If a car was bought for £15,000 and after 5 years the value depreciates by £5,000, the opportunity cost of keeping the car is £5,000 (which could have

been gained by selling the car), regardless of the starting price.

- 如果一辆汽车是以15,000英镑买的，5年后价值贬值了5,000英镑，那么保留这辆车的机会成本是5,000英镑（可以通过出售汽车获得），与起始价格无关。

· Opportunity cost is also important to different economic agents such as consumers, producers and governments

机会成本对不同的经济主体如消费者、生产者和政府也很重要

**Economic Agent 经济主体**– A person, company etc that has an effect on the economy of a country, for example by buying, selling, or investing.  
对一个国家的经济有影响的个人、公司等，例如通过购买、销售或投资。

Examples of how opportunity cost is important to different economic agents is as such: producers have to pick between buying new/more machinery or hiring more staff whilst governments have to choose which sectors they will spend their money in.

机会成本对不同经济主体的重要性举例如下：生产者必须在购买新的/更多的机器或雇佣更多的员工之间做出选择，而政府则必须选择他们将把钱花在哪些部门。



### **1.1.3 Stakeholders and their objectives 利益相关者及其目标**

**Stakeholders 利益相关者** – Someone who has an interest or concern or is affected by the operations and objectives of a business  
与企业的经营有关或受其影响的人。