

IAL Edexcel Economics

Key Definitions Collection

核心定义合集

Units 1 - 4

基于最新2019 Edexcel IAL 经济学考纲编写

赵鑫慷, 版权所有
2026



UNIT 1: MARKETS IN ACTION

市场运作

1.1 Economics as a Social Science 经济学作为社会科学

#	Term 术语	Definition 定义	中文释义
1	Scarcity	The fundamental economic problem: there are unlimited wants but limited resources to satisfy them.	稀缺性：基本经济问题——人类的欲望是无限的，但满足欲望的资源是有限的。
2	Opportunity Cost	The benefit of the next best alternative forgone when making a choice.	机会成本：做出选择时所放弃的次优选择的收益。
3	Ceteris Paribus	A Latin phrase meaning 'other things being equal'; used when analysing the effect of one variable while holding others constant.	其他条件不变：分析某一变量影响时，假设其他变量保持不变。
4	Free Good	A good that has no opportunity cost, e.g. air.	免费品：没有机会成本的物品，例如空气。
5	Economic Good	A good that has an opportunity cost; it is scarce relative to demand.	经济品：有机会成本的物品，相对于需求而言是稀缺的。
6	Positive Statement	A statement that can be tested and verified by evidence; it is objective and factual.	实证陈述：可以通过证据检验和验证的陈述，具有客观性和事实性。
7	Normative Statement	A statement that includes a value judgement; it is subjective and cannot be tested.	规范陈述：包含价值判断的陈述，具有主观性，不可检验。
8	Production Possibility Frontier (PPF)	A curve showing the maximum possible combinations of two goods that can be produced with available resources and technology.	生产可能性边界 (PPF)：表示在现有资源和技术条件下，两种商品可能生产的最大组合的曲线。
9	Factors of Production	The four inputs used in production: land, labour, capital, and enterprise.	生产要素：生产中使用的四种投入：土地、劳动力、资本和企业家才能。
10	Renewable Resource	A resource that can be replenished over time, e.g. solar energy, timber.	可再生资源：可以随时间恢复的资源，如太阳能、木材。
11	Non-renewable Resource	A resource that cannot be replenished once used, e.g. oil, coal.	不可再生资源：一旦使用就无法恢复的资源，如石油、煤炭。
12	Specialisation	The concentration by a worker, firm, region or country on a narrow range of goods/services.	专业化：工人、企业、地区或国家集中生产少数商品或服务。

#	Term 术语	Definition 定义	中文释义
13	Division of Labour	The breaking down of the production process into separate tasks, each performed by different workers.	劳动分工：将生产过程分解为不同的任务，由不同的工人完成。

1.2 Demand 需求

#	Term 术语	Definition 定义	中文释义
14	Demand	The quantity of a good or service that consumers are willing and able to buy at a given price in a given time period.	需求：在一定时期内，消费者在某一价格水平上愿意并且能够购买的商品或服务的数量。
15	Effective Demand	Demand backed by the ability to pay.	有效需求：有支付能力支撑的需求。
16	Individual Demand	The demand for a good by a single consumer.	个人需求：单个消费者对某商品的需求。
17	Market Demand	The total demand for a good from all consumers in the market.	市场需求：市场上所有消费者对某商品的总需求。
18	Normal Good	A good for which demand increases as income rises (positive YED).	正常品：收入增加时需求也增加的商品（收入弹性为正）。
19	Inferior Good	A good for which demand decreases as income rises (negative YED).	劣等品：收入增加时需求反而减少的商品（收入弹性为负）。
20	Substitute	A good that can be used in place of another to satisfy a similar want (positive XED).	替代品：可以替代另一商品以满足类似需求的商品（交叉弹性为正）。
21	Complement	A good that is used together with another good (negative XED).	互补品：与另一商品共同使用的商品（交叉弹性为负）。
22	Diminishing Marginal Utility	As a consumer consumes more units of a good, the additional satisfaction from each extra unit decreases.	边际效用递减：消费者消费越多，每多消费一单位获得的额外满足感越少。

1.3 Supply 供给

#	Term 术语	Definition 定义	中文释义
23	Supply	The quantity of a good or service that producers are willing and able to sell at a given price in a given time period.	供给：在一定时期内，生产者在某一价格水平上愿意并且能够出售的商品或服务的数量。
24	Individual Supply	The supply of a good from a single producer.	个人供给：单个生产者对某商品的供给。
25	Market Supply	The total supply of a good from all producers in the market.	市场供给：市场上所有生产者对某商品的总供给。

1.4 Price Determination 价格决定

#	Term 术语	Definition 定义	中文释义
26	Equilibrium Price	The price at which quantity demanded equals quantity supplied; there is no tendency for change.	均衡价格：需求量等于供给量时的价格，市场没有变动的趋势。
27	Equilibrium Quantity	The quantity bought and sold at the equilibrium price.	均衡数量：在均衡价格下买卖的数量。
28	Excess Demand (Shortage)	When quantity demanded exceeds quantity supplied at the current price.	超额需求（短缺）：当前价格下需求量超过供给量。
29	Excess Supply (Surplus)	When quantity supplied exceeds quantity demanded at the current price.	超额供给（过剩）：当前价格下供给量超过需求量。
30	Consumer Surplus	The difference between what consumers are willing to pay and what they actually pay.	消费者剩余：消费者愿意支付的价格与实际支付价格之间的差额。
31	Producer Surplus	The difference between the price producers receive and the minimum price they are willing to accept.	生产者剩余：生产者实际收到的价格与其愿意接受的最低价格之间的差额。

1.5 Price Elasticity of Demand (PED) 需求的价格弹性

#	Term 术语	Definition 定义	中文释义
32	Price Elasticity of Demand (PED)	A measure of the responsiveness of quantity demanded to a change in price. $PED = \frac{\% \Delta Q_d}{\% \Delta P}$.	需求的价格弹性 (PED)：衡量需求量对价格变化的敏感程度。 $PED = \frac{\text{需求量变化百分比}}{\text{价格变化百分比}}$ 。
33	Elastic Demand	When $PED > 1$; a change in price leads to a proportionally greater change in quantity demanded.	富有弹性的需求： $PED > 1$ ；价格变化导致需求量发生更大比例的变化。
34	Inelastic Demand	When $PED < 1$; a change in price leads to a proportionally smaller change in quantity demanded.	缺乏弹性的需求： $PED < 1$ ；价格变化导致需求量发生较小比例的变化。
35	Unitary Elastic Demand	When $PED = 1$; a change in price leads to an equal proportional change in quantity demanded.	单位弹性需求： $PED = 1$ ；价格变化导致需求量发生同比例变化。
36	Perfectly Elastic Demand	When $PED = \text{infinity}$; any price change causes demand to fall to zero.	完全弹性需求： $PED = \text{无穷大}$ ；任何价格上升都会使需求降为零。
37	Perfectly Inelastic Demand	When $PED = 0$; quantity demanded does not change regardless of price.	完全无弹性需求： $PED = 0$ ；无论价格如何变化，需求量都不变。

1.6 Other Elasticities 其他弹性

#	Term 术语	Definition 定义	中文释义
39	Cross Elasticity of Demand (XED)	A measure of the responsiveness of quantity demanded of good A to a change in the price of good B. $XED = \% \Delta Qd(A) / \% \Delta P(B)$.	需求的交叉弹性 (XED)：衡量商品A需求量对商品B价格变化的敏感程度。
40	Price Elasticity of Supply (PES)	A measure of the responsiveness of quantity supplied to a change in price. $PES = \% \Delta Qs / \% \Delta P$.	供给的价格弹性 (PES)：衡量供给量对价格变化的敏感程度。 $PES = \text{供给量变化百分比} / \text{价格变化百分比}$ 。

1.7 Market Failure 市场失灵

#	Term 术语	Definition 定义	中文释义
41	Market Failure	When the free market fails to allocate resources efficiently, leading to a net welfare loss.	市场失灵：自由市场未能有效配置资源，导致净福利损失。
42	Externality	A cost or benefit that affects a third party not directly involved in an economic transaction.	外部性：影响不直接参与经济交易的第三方的成本或收益。
43	Negative Externality	An external cost imposed on third parties, e.g. pollution from a factory.	负外部性：施加于第三方的外部成本，如工厂的污染。
44	Positive Externality	An external benefit enjoyed by third parties, e.g. education benefits society.	正外部性：第三方享有的外部收益，如教育对社会的益处。
45	Private Cost	The cost of an economic activity borne by the producer or consumer involved.	私人成本：由参与经济活动的生产者或消费者承担的成本。
46	External Cost	The cost of an economic activity borne by third parties not involved in the transaction.	外部成本：由不参与交易的第三方承担的经济活动成本。
47	Social Cost	The total cost of an economic activity; $\text{social cost} = \text{private cost} + \text{external cost}$.	社会成本：经济活动的总成本； $\text{社会成本} = \text{私人成本} + \text{外部成本}$ 。
48	Private Benefit	The benefit received by the producer or consumer directly involved in the transaction.	私人收益：直接参与交易的生产者或消费者获得的收益。
49	External Benefit	The benefit received by third parties not directly involved in the transaction.	外部收益：不直接参与交易的第三方获得的收益。
50	Social Benefit	The total benefit of an economic activity; $\text{social benefit} = \text{private benefit} + \text{external benefit}$.	社会收益：经济活动的总收益； $\text{社会收益} = \text{私人收益} + \text{外部收益}$ 。
51	Marginal Social Cost (MSC)	The additional cost to society of producing one more unit; $MSC = MPC + MEC$.	边际社会成本 (MSC)：多生产一单位对社会造成的额外成本。

#	Term 术语	Definition 定义	中文释义
52	Marginal Social Benefit (MSB)	The additional benefit to society of consuming one more unit; $MSB = MPB + MEB$.	边际社会收益 (MSB) : 多消费一单位对社会产生的额外收益。
53	Public Good	A good that is non-excludable and non-rivalrous in consumption, e.g. street lighting, national defence.	公共品: 在消费中具有非排他性和非竞争性的商品, 如路灯、国防。
54	Non-excludability	It is not possible to prevent non-payers from consuming the good.	非排他性: 无法阻止未付费者消费该商品。
55	Non-rivalry	One person's consumption does not reduce the amount available for others.	非竞争性: 一个人的消费不会减少他人可消费的数量。
56	Free Rider Problem	When individuals benefit from a good without paying for it, leading to under-provision.	搭便车问题: 个人在不付费的情况下从商品中获益, 导致供给不足。
57	Merit Good	A good that is under-consumed in a free market because consumers underestimate its benefits, e.g. education, healthcare.	有益品: 在自由市场中消费不足的商品, 因为消费者低估了其收益, 如教育、医疗。
58	Demerit Good	A good that is over-consumed in a free market because consumers underestimate its costs, e.g. tobacco, alcohol.	有害品: 在自由市场中被过度消费的商品, 因为消费者低估了其成本, 如烟草、酒精。
59	Information Failure / Asymmetric Information	When one party in a transaction has more or better information than the other, leading to market failure.	信息不对称: 交易中一方比另一方拥有更多或更好的信息, 导致市场失灵。
60	Moral Hazard	When a party takes more risks because they do not bear the full consequences of those risks.	道德风险: 一方因不承担风险的全部后果而承担更多风险。
61	Deadweight Loss	The loss of total economic welfare due to market failure or government intervention.	无谓损失: 由于市场失灵或政府干预导致的总经济福利损失。

1.8 Government Intervention 政府干预

#	Term 术语	Definition 定义	中文释义
62	Indirect Tax	A tax on spending, placed on producers but may be passed to consumers, e.g. VAT, excise duty.	间接税: 对支出征收的税, 施加于生产者但可能转嫁给消费者, 如增值税、消费税。
63	Specific Tax	A fixed amount of tax per unit sold, regardless of the price.	从量税: 每售出一单位征收的固定税额, 与价格无关。
64	Ad Valorem Tax	A tax calculated as a percentage of the price of the good.	从价税: 按商品价格的百分比计算的税。

#	Term 术语	Definition 定义	中文释义
65	Subsidy	A payment by the government to producers to encourage production or reduce prices for consumers.	补贴：政府向生产者支付的款项，以鼓励生产或降低消费者价格。
66	Maximum Price (Price Ceiling)	A legally imposed upper limit on the price of a good; effective only when set below equilibrium.	最高限价（价格上限）：法律规定的商品价格上限；仅在低于均衡价格时有效。
67	Minimum Price (Price Floor)	A legally imposed lower limit on the price of a good; effective only when set above equilibrium.	最低限价（价格下限）：法律规定的商品价格下限；仅在高于均衡价格时有效。
68	Buffer Stock	A scheme where a government or organisation buys surplus stock when prices are low and sells when prices are high, to stabilise prices.	缓冲库存：政府或组织在价格低时购买过剩库存，在价格高时出售，以稳定价格。
69	Tradable Pollution Permit	A permit allowing firms to pollute up to a certain level; firms can buy or sell permits.	可交易的污染许可证：允许企业在一定水平内排放污染的许可证，企业可以买卖许可证。
70	Government Failure	When government intervention leads to a worse allocation of resources than the free market would have achieved.	政府失灵：政府干预导致的资源配置比自由市场更差。
71	Regulation	Rules set by the government to control economic activity, e.g. minimum wage, environmental standards.	监管/法规：政府为控制经济活动而制定的规则，如最低工资、环境标准。

UNIT 2: MACROECONOMIC PERFORMANCE AND POLICY

宏观经济表现与政策

2.1 Measures of Economic Performance 经济表现的衡量

#	Term 术语	Definition 定义	中文释义
72	Gross Domestic Product (GDP)	The total market value of all final goods and services produced within a country in a given time period.	国内生产总值 (GDP) : 一定时期内一国境内生产的所有最终商品和服务的市场总价值。
73	Real GDP	GDP adjusted for inflation, measured at constant prices.	实际GDP: 经通货膨胀调整后的GDP, 以不变价格衡量。
74	Nominal GDP	GDP measured at current prices, not adjusted for inflation.	名义GDP: 以当期价格衡量的GDP, 未经通胀调整。
75	GDP per Capita	GDP divided by the total population; a measure of average living standards.	人均GDP: GDP除以总人口; 衡量平均生活水平的指标。
76	Economic Growth	An increase in real GDP over time.	经济增长: 实际GDP随时间增加。
77	Recession	A period of negative economic growth, typically defined as two consecutive quarters of falling real GDP.	经济衰退: 经济负增长时期, 通常定义为实际GDP连续两个季度下降。
78	Inflation	A sustained increase in the general price level of goods and services over time.	通货膨胀: 商品和服务总体价格水平持续上升。
79	Deflation	A sustained decrease in the general price level.	通货紧缩: 总体价格水平持续下降。
80	Disinflation	A fall in the rate of inflation; prices are still rising but at a slower rate.	反通胀: 通胀率下降; 价格仍在上涨但速度放缓。
81	Consumer Price Index (CPI)	A measure of changes in the price of a representative basket of consumer goods and services.	消费者价格指数 (CPI) : 衡量代表性消费品和服务篮子价格变化的指标。
82	Demand-Pull Inflation	Inflation caused by an increase in aggregate demand that outpaces aggregate supply.	需求拉动型通胀: 由总需求增长超过总供给引起的通胀。
83	Cost-Push Inflation	Inflation caused by increases in the costs of production, shifting SRAS left.	成本推动型通胀: 由生产成本上升引起的通胀, 使SRAS左移。
84	Unemployment	When people who are willing and able to work cannot find a job.	失业: 愿意并且能够工作的人找不到工作。
85	Unemployment Rate	The percentage of the labour force that is unemployed.	失业率: 劳动力中失业人口所占的百分比。

#	Term 术语	Definition 定义	中文释义
86	Labour Force	The total number of people who are employed or actively seeking employment.	劳动力：就业人口和正在积极寻找工作的人口总数。
87	Claimant Count	A measure of unemployment based on the number of people claiming unemployment-related benefits.	申领人数：根据申领失业相关福利的人数来衡量的失业指标。
88	Labour Force Survey (LFS)	A survey-based measure of unemployment using the ILO definition.	劳动力调查 (LFS)：使用国际劳工组织定义的基于调查的失业衡量方法。

2.2 Types of Unemployment 失业类型

#	Term 术语	Definition 定义	中文释义
89	Frictional Unemployment	Short-term unemployment when workers are between jobs or entering the labour force.	摩擦性失业：工人在换工作或进入劳动力市场之间的短期失业。
90	Structural Unemployment	Long-term unemployment caused by a mismatch between workers' skills and the skills demanded.	结构性失业：由工人技能与市场需求技能不匹配引起的长期失业。
91	Cyclical Unemployment	Unemployment caused by a fall in aggregate demand during an economic downturn.	周期性失业：经济衰退期间总需求下降导致的失业。
92	Seasonal Unemployment	Unemployment caused by changes in demand at different times of the year.	季节性失业：由一年中不同时期需求变化引起的失业。
93	Technological Unemployment	Unemployment caused by the introduction of new technology that replaces workers.	技术性失业：由替代工人的新技术引入引起的失业。
94	Real Wage Unemployment	Unemployment caused when wages are set above the market equilibrium, e.g. by minimum wage or trade unions.	实际工资失业：工资高于市场均衡水平时导致的失业，如最低工资或工会作用。

2.3 Aggregate Demand and Supply 总需求与总供给

#	Term 术语	Definition 定义	中文释义
95	Aggregate Demand (AD)	The total demand for all goods and services in an economy at a given price level. $AD = C + I + G + (X - M)$.	总需求 (AD)：在某一价格水平下，经济体中所有商品和服务的总需求。 $AD = C + I + G + (X - M)$ 。
96	Consumption (C)	Spending by households on goods and services.	消费 (C)：家庭在商品和服务上的支出。
97	Investment (I)	Spending by firms on capital goods to increase productive capacity.	投资 (I)：企业在资本品上的支出，以提高生产能力。

#	Term 术语	Definition 定义	中文释义
98	Government Spending (G)	Spending by the government on public goods and services.	政府支出 (G)：政府在公共商品和服务上的支出。
99	Net Exports (X - M)	The value of exports minus the value of imports.	净出口 (X - M)：出口价值减去进口价值。
100	Short-Run Aggregate Supply (SRAS)	The total output firms are willing to supply at each price level in the short run, when some costs are fixed.	短期总供给 (SRAS)：在短期内成本部分固定时，企业在各价格水平上愿意供给的总产出。
101	Long-Run Aggregate Supply (LRAS)	The total output an economy can produce when all resources are fully employed; it is independent of the price level.	长期总供给 (LRAS)：所有资源充分就业时经济能生产的总产出，与价格水平无关。
102	Output Gap	The difference between actual GDP and potential GDP.	产出缺口：实际GDP与潜在GDP之间的差异。
103	Positive Output Gap	When actual GDP exceeds potential GDP; the economy is overheating.	正产出缺口：实际GDP超过潜在GDP；经济过热。
104	Negative Output Gap	When actual GDP is below potential GDP; there are spare resources.	负产出缺口：实际GDP低于潜在GDP；存在闲置资源。
105	Multiplier Effect	When an initial injection into the economy leads to a larger final increase in national income.	乘数效应：初始注入经济的资金导致国民收入更大幅度的最终增加。

2.4 Balance of Payments 国际收支

#	Term 术语	Definition 定义	中文释义
106	Balance of Payments	A record of all financial transactions between a country and the rest of the world over a period of time.	国际收支：一定时期内一国与世界其他国家之间所有金融交易的记录。
107	Current Account	Records trade in goods, trade in services, primary income, and secondary income.	经常账户：记录商品贸易、服务贸易、初次收入和二次收入。
108	Current Account Deficit	When the total value of imports and outflows exceeds exports and inflows on the current account.	经常账户赤字：经常账户上进口和流出的总价值超过出口和流入。
109	Current Account Surplus	When the total value of exports and inflows exceeds imports and outflows on the current account.	经常账户盈余：经常账户上出口和流入的总价值超过进口和流出。
110	Capital and Financial Account	Records investment flows including FDI, portfolio investment, and other investments.	资本和金融账户：记录包括FDI、组合投资和其他投资在内的投资流动。

2.5 Macroeconomic Policies 宏观经济政策

#	Term 术语	Definition 定义	中文释义
112	Expansionary Fiscal Policy	Increasing government spending and/or reducing taxation to boost aggregate demand.	扩张性财政政策：增加政府支出和/或减税以提振总需求。
113	Contractionary Fiscal Policy	Decreasing government spending and/or increasing taxation to reduce aggregate demand.	紧缩性财政政策：减少政府支出和/或增税以降低总需求。
114	Monetary Policy	The use of interest rates, money supply, and quantitative easing by the central bank to influence the economy.	货币政策：中央银行利用利率、货币供应量和量化宽松来影响经济。
115	Interest Rate	The cost of borrowing money or the reward for saving.	利率：借贷资金的成本或储蓄的回报。
116	Quantitative Easing (QE)	A monetary policy tool where the central bank purchases government bonds to increase money supply and lower interest rates.	量化宽松 (QE)：央行购买政府债券以增加货币供应量并降低利率的货币政策工具。
117	Supply-Side Policy	Government policies aimed at increasing the productive capacity (LRAS) of the economy.	供给侧政策：旨在提高经济生产能力 (LRAS) 的政府政策。
118	Budget Deficit	When government spending exceeds tax revenue.	财政赤字：政府支出超过税收收入。
119	Budget Surplus	When tax revenue exceeds government spending.	财政盈余：税收收入超过政府支出。
120	National Debt	The total accumulated borrowings of the government.	国家债务：政府累积的借款总额。

UNIT 3: BUSINESS BEHAVIOUR**企业行为****3.1 Types and Sizes of Business 企业类型与规模**

#	Term 术语	Definition 定义	中文释义
121	Sole Trader / Sole Proprietor	A business owned and controlled by one person.	个体经营者：由一个人拥有和控制的企业。
122	Partnership	A type of business organisation where two or more people own the business.	合伙企业：由两人或更多人共同拥有的企业组织形式。
123	Limited Company	A type of business organisation where the owners are its shareholders; it offers limited liability.	有限公司：所有者为股东的企业组织形式，提供有限责任。
124	Shareholder	Any person or company that owns one or more shares in a limited company.	股东：拥有有限公司一股或多股的个人或公司。
125	Dividends	A share of the profit of a company distributed to its shareholders.	股息：公司利润中分配给股东的份额。
126	Co-operative	A firm owned, controlled and operated by a group of users for their own benefit.	合作社：由一群用户为自身利益拥有、控制和经营的企业。
127	State-Owned Enterprise (SOE)	Large organisations created by a country's government to carry out commercial activities.	国有企业 (SOE)：由国家政府创建以开展商业活动的大型组织。
128	Not-for-Profit Organisation	An organisation that does not have making a profit as a goal; uses any surplus to support its aims.	非营利组织：不以盈利为目标的组织，将任何盈余用于支持其目标。
129	Joint Venture	A separate business entity created by two or more parties, involving sharing ownership, returns and risks.	合资企业：由两方或多方创建的独立商业实体，涉及共享所有权、收益和风险。
130	Unlimited Liability	The owners of the business are personally liable for its debts and may have to sell personal assets to pay them.	无限责任：企业所有者对其债务承担个人责任，可能需要出售个人资产来偿还。
131	Limited Liability	Shareholders' liability is limited to the amount they invested; personal assets are protected.	有限责任：股东的责任仅限于其投资金额；个人资产受到保护。
132	Merger	The joining together of two or more firms under common ownership.	合并：两家或更多企业在共同所有权下合并。
133	Takeover	When one company wishes to buy another company.	收购：一家公司希望购买另一家公司。
134	Horizontal Integration	A joining together of two or more firms in the same industry at the same stage of production.	横向一体化：同一行业同一生产阶段的两家或更多企业的合并。

#	Term 术语	Definition 定义	中文释义
135	Vertical Integration	A joining together of two or more firms at different production stages in the same industry.	纵向一体化：同一行业不同生产阶段的两家或更多企业的合并。
136	Forward Vertical Integration	Where the supplier merges with one or more of its buyers.	前向纵向一体化：供应商与其一个或多个买家合并。
137	Backward Vertical Integration	Where the purchaser merges with one or more of its suppliers.	后向纵向一体化：购买者与其一个或多个供应商合并。
138	Conglomerate Integration	A joining together of two or more firms producing unrelated products.	混合一体化：生产不相关产品的两家或更多企业的合并。
139	Organic Growth	A firm increasing its size through investment in capital equipment or an increased labour force.	内生增长：企业通过投资资本设备或增加劳动力来扩大规模。
140	Demerger	When a firm splits into two or more independent businesses.	拆分：企业分裂为两个或更多独立企业。
141	Niche Market	A market for a product or service that is perhaps an expensive or unusual one, with few buyers.	利基市场：针对昂贵或独特商品或服务的市场，买家较少。
142	Asset Stripping	The practice of buying a company cheaply and then selling all the things it owns to make a quick profit.	资产剥离：廉价收购公司然后出售其所有资产以快速获利的做法。

3.2 Revenue, Costs and Profits 收入、成本与利润

#	Term 术语	Definition 定义	中文释义
143	Total Revenue (TR)	The total money received from the sale of any given quantity of output. $TR = P \times Q$.	总收入 (TR)：出售任何给定数量产出所获得的总金额。 $TR = P \times Q$ 。
144	Average Revenue (AR)	The average amount received per unit sold. $AR = TR / Q$. AR equals the price.	平均收入 (AR)：每单位销售额的平均金额。 $AR = TR / Q$ 。AR 等于价格。
145	Marginal Revenue (MR)	The addition to total revenue from the sale of an extra unit.	边际收入 (MR)：多销售一单位所增加的总收入。
146	Total Cost (TC)	The sum of all costs of production. $TC = TFC + TVC$.	总成本 (TC)：所有生产成本之和。 $TC = TFC + TVC$ 。
147	Fixed Cost (FC)	Costs that do not vary with the level of output, e.g. rent.	固定成本 (FC)：不随产出水平变化的成本，如租金。
148	Variable Cost (VC)	Costs that vary directly with the level of output, e.g. raw materials.	可变成本 (VC)：随产出水平直接变化的成本，如原材料。

#	Term 术语	Definition 定义	中文释义
149	Average Total Cost (ATC/AC)	The cost per unit of output. $ATC = TC / Q$.	平均总成本 (ATC/AC) : 每单位产出的成本。 $ATC = TC / Q$ 。
150	Average Fixed Cost (AFC)	Fixed cost per unit of output. $AFC = FC / Q$.	平均固定成本 (AFC) : 每单位产出的固定成本。 $AFC = FC / Q$ 。
151	Average Variable Cost (AVC)	Variable cost per unit of output. $AVC = VC / Q$.	平均可变成本 (AVC) : 每单位产出的可变成本。 $AVC = VC / Q$ 。
152	Marginal Cost (MC)	The cost of producing one additional unit of output.	边际成本 (MC) : 多生产一单位产出的成本。
153	Short Run	The time period in which at least one factor of production is fixed.	短期: 至少有一种生产要素固定不变的时期。
154	Long Run	The time period in which all factors of production are variable.	长期: 所有生产要素均可变的时期。
155	Law of Diminishing Returns	As more units of a variable input are added to fixed inputs, the marginal product of the variable input will eventually decrease.	收益递减规律: 当可变投入不断增加到固定投入中时, 可变投入的边际产量最终会下降。
156	Total Product	The quantity of output produced by a given number of inputs over a period of time.	总产量: 一定时期内给定投入数量生产的产出量。
157	Average Product	The quantity of output per unit of input. $AP = TP / \text{quantity of input}$.	平均产量: 每单位投入的产出量。 $AP = TP / \text{投入量}$ 。
158	Marginal Product	The change in output when an extra unit of input is added.	边际产量: 增加一单位投入时产出的变化。
159	Normal Profit	The minimum profit needed to keep a firm in the industry in the long run; where $TR = TC$.	正常利润: 使企业长期留在行业中所需的最低利润; $TR = TC$ 时。
160	Supernormal Profit	Profit in excess of normal profit; where $TR > TC$.	超额利润: 超过正常利润的利润; $TR > TC$ 时。
161	Economic Cost	The opportunity cost of production, including both explicit and implicit costs.	经济成本: 生产的机会成本, 包括显性成本和隐性成本。
162	Imputed Cost	An opportunity cost for resources which have no payment but have an alternative use.	隐含成本: 没有支付但有替代用途的资源的机会成本。

3.3 Economies and Diseconomies of Scale 规模经济与规模不经济

#	Term 术语	Definition 定义	中文释义
163	Economies of Scale	The cost advantages that a firm gains as output increases, causing long-run average costs to fall.	规模经济: 企业随着产出增加而获得的成本优势, 使长期平均成本下降。

#	Term 术语	Definition 定义	中文释义
164	Internal Economies of Scale	Cost reductions arising from the growth of the firm itself.	内部规模经济：由企业自身增长引起的成本降低。
165	External Economies of Scale	Cost reductions arising from the growth of the industry as a whole.	外部规模经济：由整个行业增长引起的成本降低。
166	Diseconomies of Scale	When an increase in output leads to a rise in long-run average costs.	规模不经济：产出增加导致长期平均成本上升。
167	Minimum Efficient Scale (MES)	The lowest level of output at which long-run average costs are minimised.	最小有效规模 (MES)：长期平均成本达到最低的最小产出水平。
168	Returns to Scale	The rate at which output changes if the scale of all inputs is changed.	规模报酬：当所有投入规模发生变化时，产出变化的速率。

3.4 Business Objectives 企业目标

#	Term 术语	Definition 定义	中文释义
169	Profit Maximisation	The output level where the difference between total revenue and total cost is greatest ($MC = MR$).	利润最大化：总收入与总成本之差最大的产出水平 ($MC = MR$)。
170	Revenue Maximisation	The output level where total revenue is highest ($MR = 0$).	收入最大化：总收入最高的产出水平 ($MR = 0$)。
171	Sales Volume Maximisation	The output level where the volume of sales is greatest, subject to at least making normal profit ($AC = AR$).	销量最大化：在至少获得正常利润的前提下，销量最大的产出水平 ($AC = AR$)。
172	Profit Satisficing	Making sufficient profit to satisfy the demands of owners, rather than maximising profit.	利润满足：获得足以满足所有者要求的利润，而非利润最大化。
173	Cost-Plus Pricing	Setting prices by adding a fixed percentage profit margin to the long-run average cost of production.	成本加成定价：在长期平均生产成本上加上固定百分比的利润率来定价。
174	Divorce of Ownership from Control	When the managers and directors of a business are a different group from the owners.	所有权与经营权分离：企业的管理者和董事与所有者是不同群体。
175	Principal-Agent Problem	When agents (managers) make decisions on behalf of principals (owners) but may act in their own interest.	委托代理问题：代理人（管理者）代表委托人（所有者）做决策，但可能为自身利益行事。

3.5 Market Structures 市场结构

#	Term 术语	Definition 定义	中文释义
176	Perfect Competition	A market with many buyers and sellers, homogeneous products, perfect information, and free entry/exit.	完全竞争：拥有众多买卖双方、同质产品、完全信息和自由进出的市场。

#	Term 术语	Definition 定义	中文释义
177	Monopolistic Competition	A market with many firms selling differentiated products with low barriers to entry.	垄断竞争：许多企业销售差异化产品且进入壁垒较低的市场。
178	Oligopoly	A market dominated by a few large firms with high barriers to entry and interdependent decision-making.	寡头垄断：由少数大企业主导，进入壁垒高且决策相互依赖的市场。
179	Monopoly	A market with a single seller that dominates the market with significant barriers to entry.	垄断：由单一卖方主导、进入壁垒显著的市场。
180	Natural Monopoly	An industry where economies of scale are so large that one firm can supply the entire market at lower cost.	自然垄断：规模经济非常大，以至于一家企业能以更低成本供应整个市场的行业。
181	Barriers to Entry	Obstacles that make it difficult for new firms to enter a market.	进入壁垒：使新企业难以进入市场的障碍。
182	Concentration Ratio	The percentage of total market share held by the largest firms in an industry.	集中度比率：行业中最大企业所占的总市场份额百分比。
183	Collusion	When firms act together to reduce output and raise prices, as if they were a monopoly.	串通：企业联合行动以减少产出和提高价格，如同垄断一样。
184	Cartel	A formal agreement between firms to fix prices, limit output, or share markets.	卡特尔：企业之间固定价格、限制产出或分享市场的正式协议。
185	Tacit Collusion	Informal, unspoken agreement where firms follow similar pricing strategies without formal arrangement.	默契串通：企业在没有正式安排的情况下遵循类似定价策略的非正式默契。
186	Price Leadership	A form of tacit collusion where firms follow the pricing decisions of a dominant firm.	价格领导：一种默契串通形式，企业跟随主导企业的定价决策。
187	Price War	When competing firms continuously lower prices to gain market share.	价格战：竞争企业持续降低价格以争夺市场份额。
188	Price Discrimination	Charging different prices to different consumers for the same product.	价格歧视：对相同产品向不同消费者收取不同价格。
189	Contestable Market	A market where there is free entry and exit, and no sunk costs.	可竞争市场：进出自由且没有沉没成本的市场。
190	Sunk Cost	A cost that has already been incurred and cannot be recovered.	沉没成本：已经发生且无法收回的成本。
191	Hit-and-Run Competition	When firms enter a market to make short-run profit and then exit.	打了就跑式竞争：企业进入市场赚取短期利润后退出。

#	Term 术语	Definition 定义	中文释义
192	Predatory Pricing	Setting prices below cost to drive competitors out of the market.	掠夺性定价：将价格定在成本以下以将竞争对手逐出市场。
193	Limit Pricing	Setting prices low enough to deter new firms from entering the market.	限制定价：将价格定得足够低以阻止新企业进入市场。
194	Non-Price Competition	Competition through advertising, branding, quality, and customer service rather than price.	非价格竞争：通过广告、品牌、质量和客户服务而非价格进行的竞争。
195	Game Theory	The study of strategic decision-making where the outcome depends on the actions of all participants.	博弈论：研究策略性决策的学科，结果取决于所有参与者的行动。
196	Kinked Demand Curve	A demand curve for an oligopolist that is more elastic above the current price and more inelastic below.	弯折的需求曲线：寡头垄断者的需求曲线，在当前价格以上更富弹性，以下更缺乏弹性。

3.6 Efficiency 效率

#	Term 术语	Definition 定义	中文释义
197	Allocative Efficiency	Achieved when resources are allocated to produce the combination of goods most valued by society ($P = MC$).	配置效率：资源被分配以生产社会最珍视的商品组合时实现 ($P = MC$)。
198	Productive Efficiency	Achieved when goods are produced at the lowest possible average cost (output at minimum ATC).	生产效率：商品以最低可能的平均成本生产时实现（产出在ATC最低点）。
199	Dynamic Efficiency	Efficiency achieved through innovation and technological progress over time.	动态效率：通过长期创新和技术进步实现的效率。
200	X-Inefficiency	When a firm operates above its lowest possible cost curve due to lack of competitive pressure.	X低效率：由于缺乏竞争压力，企业的运营成本高于最低可能成本。
201	Pareto Efficiency	An allocation where no one can be made better off without making someone else worse off.	帕累托效率：一种无法在不损害他人利益的情况下使任何人受益的资源配置。

3.7 Labour Market 劳动力市场

#	Term 术语	Definition 定义	中文释义
202	Derived Demand	Demand for a factor of production that arises from the demand for the final good it helps produce.	派生需求：对生产要素的需求源于其帮助生产的最终商品的需求。

#	Term 术语	Definition 定义	中文释义
203	Marginal Revenue Product (MRP)	The additional revenue a firm earns from employing one more unit of labour. $MRP = MPP \times MR$.	边际收入产品 (MRP) : 企业多雇用一单位劳动力所获得的额外收入。 $MRP = MPP \times MR$ 。
204	Wage Rate	The price of labour, determined by the interaction of demand for and supply of labour.	工资率: 劳动力的价格, 由劳动力供需的相互作用决定。
205	Minimum Wage	A legally imposed minimum hourly rate that employers must pay workers.	最低工资: 雇主必须支付给工人的法定最低小时工资。
206	Trade Union	An organisation of workers that negotiates with employers over pay and working conditions.	工会: 代表工人与雇主就薪酬和工作条件进行谈判的组织。
207	Monopsony	A market with a single buyer of labour, giving it wage-setting power.	买方垄断: 只有单一劳动力买方的市场, 使其拥有工资决定权。
208	Bilateral Monopoly	A market with a single buyer (monopsony) and a single seller (monopoly/trade union) of labour.	双边垄断: 劳动力市场中只有单一买方 (买方垄断) 和单一卖方 (工会垄断)。
209	Transfer Earnings	The minimum payment needed to keep a factor of production in its current use.	转移收入: 使生产要素保持在当前用途中所需的最低支付。
210	Economic Rent	Any payment to a factor of production above its transfer earnings.	经济租金: 对生产要素的支付中超过其转移收入的部分。
211	Wage Differentials	Differences in wages between different workers, occupations, or regions.	工资差异: 不同工人、职业或地区之间的工资差距。

3.8 Government Intervention 政府干预 (Unit 3)

#	Term 术语	Definition 定义	中文释义
212	Privatisation	The transfer of ownership of a business from the public sector to the private sector.	私有化: 将企业所有权从公共部门转移到私营部门。
213	Nationalisation	The transfer of ownership of a business from the private sector to the public sector.	国有化: 将企业所有权从私营部门转移到公共部门。
214	Deregulation	The removal of government rules and regulations that restrict competition.	放松管制: 取消限制竞争的政府规则和法规。
215	Competition Policy	Government policies to prevent and reduce monopoly power and promote competition.	竞争政策: 防止和减少垄断力量、促进竞争的政府政策。

#	Term 术语	Definition 定义	中文释义
216	Regulatory Capture	When a regulatory body acts in the interests of the industry it is supposed to regulate.	监管俘获：当监管机构为其应监管的行业利益行事。

UNIT 4: DEVELOPMENTS IN THE GLOBAL ECONOMY**全球经济发展****4.1 Globalisation 全球化**

#	Term 术语	Definition 定义	中文释义
217	Globalisation	The increasing economic interdependence between countries through increased trade, capital flows, labour migration, and technology transfer.	全球化：通过增加贸易、资本流动、劳动力迁移和技术转让，各国之间日益增强的经济相互依赖。
218	Multinational Corporation (MNC/TNC)	A firm that owns or controls production facilities in more than one country.	跨国公司 (MNC/TNC)：在多个国家拥有或控制生产设施的企业。
219	Foreign Direct Investment (FDI)	Investment by a firm in one country into business operations in another country.	外国直接投资 (FDI)：一国企业对另一国商业运营的投资。
220	Transfer Pricing	The prices set for transactions between different divisions of the same multinational company, sometimes used to minimise tax.	转让定价：同一跨国公司不同部门之间交易的价格设定，有时用于最小化税收。

4.2 Trade and the Global Economy 贸易与全球经济

#	Term 术语	Definition 定义	中文释义
221	Absolute Advantage	When a country can produce a good using fewer resources than another country.	绝对优势：一个国家能用比另一国更少的资源生产某种商品。
222	Comparative Advantage	When a country can produce a good at a lower opportunity cost than another country.	比较优势：一个国家能以比另一国更低的机会成本生产某种商品。
223	Free Trade	International trade without barriers such as tariffs, quotas, or subsidies.	自由贸易：没有关税、配额或补贴等壁垒的国际贸易。
224	Protectionism	Government policies designed to restrict imports and protect domestic industries.	保护主义：旨在限制进口和保护国内产业的政府政策。
225	Tariff	A tax imposed on imported goods, raising their price.	关税：对进口商品征收的税，提高其价格。
226	Quota	A physical limit on the quantity of a good that can be imported.	配额：对可进口商品数量的实物限制。
227	Embargo	A complete ban on trade with a particular country or on a particular product.	禁运：完全禁止与特定国家的贸易或特定产品的贸易。

#	Term 术语	Definition 定义	中文释义
228	Terms of Trade	The ratio of export prices to import prices. $ToT = (\text{index of export prices} / \text{index of import prices}) \times 100$.	贸易条件：出口价格与进口价格的比率。ToT = (出口价格指数 / 进口价格指数) x 100。
229	Trade Creation	When joining a trading bloc leads to trade shifting from a high-cost producer to a low-cost producer.	贸易创造：加入贸易集团导致贸易从高成本生产者转向低成本生产者。
230	Trade Diversion	When joining a trading bloc leads to trade shifting from a low-cost non-member to a high-cost member.	贸易转移：加入贸易集团导致贸易从低成本非成员国转向高成本成员国。
231	Trading Bloc	A group of countries that agree to reduce or eliminate trade barriers between them.	贸易集团：同意减少或消除彼此间贸易壁垒的国家集团。
232	Free Trade Area	A group of countries with no tariffs between members but each sets its own external tariffs.	自由贸易区：成员国之间无关税，但各自设定对外关税的国家集团。
233	Customs Union	A free trade area with a common external tariff.	关税同盟：具有共同对外关税的自由贸易区。
234	World Trade Organisation (WTO)	An international body that promotes free trade and settles trade disputes between countries.	世界贸易组织 (WTO)：促进自由贸易并解决各国贸易争端的国际组织。

4.3 Exchange Rates 汇率

#	Term 术语	Definition 定义	中文释义
235	Exchange Rate	The price of one currency expressed in terms of another.	汇率：一种货币以另一种货币表示的价格。
236	Floating Exchange Rate	An exchange rate determined by market forces of supply and demand.	浮动汇率：由市场供求力量决定的汇率。
237	Fixed Exchange Rate	An exchange rate set and maintained by the government or central bank.	固定汇率：由政府或央行设定和维持的汇率。
238	Managed Exchange Rate	An exchange rate that is primarily market-determined but with occasional government intervention.	管理浮动汇率：主要由市场决定但政府偶尔干预的汇率。
239	Appreciation	An increase in the value of a currency under a floating exchange rate system.	升值：浮动汇率制度下货币价值的上升。
240	Depreciation	A decrease in the value of a currency under a floating exchange rate system.	贬值：浮动汇率制度下货币价值的下降。
241	Devaluation	A deliberate lowering of the exchange rate by the government under a fixed rate system.	法定贬值：固定汇率制度下政府有意降低汇率。
242	Revaluation	A deliberate increase in the exchange rate by the government under a fixed rate system.	法定升值：固定汇率制度下政府有意提高汇率。

#	Term 术语	Definition 定义	中文释义
243	Purchasing Power Parity (PPP)	The exchange rate at which the same basket of goods costs the same in two different countries.	购买力平价 (PPP)：同一篮子商品在两个不同国家成本相同时的汇率。
244	Marshall-Lerner Condition	A devaluation will improve the current account if the sum of PED for exports and imports is greater than 1.	马歇尔-勒纳条件：如果出口和进口的需求价格弹性之和大于1，则贬值将改善经常账户。
245	J-Curve Effect	After a devaluation, the current account initially worsens before improving.	J曲线效应：贬值后，经常账户最初恶化然后才改善。

4.4 Poverty and Inequality 贫困与不平等

#	Term 术语	Definition 定义	中文释义
246	Absolute Poverty	A condition where individuals cannot afford basic necessities for survival.	绝对贫困：个人无法负担基本生存必需品的状况。
247	Relative Poverty	A condition where household income falls below a certain percentage of the median income.	相对贫困：家庭收入低于中位数收入某一百分比的状况。
248	Inequality	The unequal distribution of income or wealth within a population.	不平等：人口中收入或财富的不平等分配。
249	Gini Coefficient	A measure of income inequality ranging from 0 (perfect equality) to 1 (perfect inequality).	基尼系数：衡量收入不平等的指标，范围从0（完全平等）到1（完全不平等）。
250	Lorenz Curve	A graph showing the cumulative percentage of income against the cumulative percentage of the population.	洛伦兹曲线：显示收入累计百分比与人口累计百分比关系的图形。

4.5 The Role of the State 国家的角色

#	Term 术语	Definition 定义	中文释义
251	Public Expenditure	Spending by the government on goods, services, and transfer payments.	公共支出：政府在商品、服务和转移支付上的支出。
252	Progressive Tax	A tax where the percentage paid increases as income increases.	累进税：税率随收入增加而增加的税。
253	Regressive Tax	A tax that takes a larger proportion of income from low-income earners.	累退税：对低收入者征收较高收入比例的税。
254	Proportional Tax	A tax where the percentage paid remains the same regardless of income.	比例税：无论收入多少，税率保持不变的税。
255	Direct Tax	A tax levied directly on income or wealth, e.g. income tax, corporation tax.	直接税：直接对收入或财富征收的税，如所得税、公司税。

#	Term 术语	Definition 定义	中文释义
256	Indirect Tax	A tax levied on spending, e.g. VAT, excise duty.	间接税：对支出征收的税，如增值税、消费税。
257	Transfer Payment	Payments made by the government to individuals without any goods or services being received in return.	转移支付：政府向个人支付的款项，不要求回报商品或服务。
258	Public Sector Borrowing	The amount the government borrows to finance a budget deficit.	公共部门借贷：政府为弥补财政赤字而借入的金额。
259	Public Sector Debt	The total accumulated borrowings of the government over time.	公共部门债务：政府长期累积的借款总额。
260	Laffer Curve	A curve showing the relationship between tax rates and tax revenue; beyond an optimal rate, higher taxes reduce revenue.	拉弗曲线：显示税率与税收收入关系的曲线；超过最优税率后，更高的税率会减少收入。

4.6 Growth and Development 增长与发展

#	Term 术语	Definition 定义	中文释义
261	Economic Development	An improvement in living standards and well-being, including health, education, and quality of life.	经济发展：生活水平和福祉的改善，包括健康、教育和生活质量。
262	Human Development Index (HDI)	A composite measure of development including life expectancy, education, and GNI per capita.	人类发展指数 (HDI)：包括预期寿命、教育和人均GNI的综合发展衡量指标。
263	Gross National Income (GNI)	The total income earned by a country's residents, including income from abroad.	国民总收入 (GNI)：一国居民获得的总收入，包括来自国外的收入。
264	Sustainable Development	Development that meets present needs without compromising the ability of future generations to meet their needs.	可持续发展：满足当前需求而不损害后代满足其需求能力的发展。
265	Developing Country	A country with relatively low income, limited industrialisation, and lower living standards.	发展中国家：收入相对较低、工业化有限、生活水平较低的国家。
266	Emerging Economy	A country that is transitioning from developing to developed status with rapid growth.	新兴经济体：正从发展中国家向发达国家过渡、增长迅速的国家。
267	Aid	Financial or material assistance given to developing countries by governments or organisations.	援助：政府或组织向发展中国家提供的资金或物质援助。
268	Bilateral Aid	Aid given directly from one government to another.	双边援助：从一国政府直接给予另一国政府的援助。

#	Term 术语	Definition 定义	中文释义
269	Multilateral Aid	Aid given through international organisations such as the World Bank or IMF.	多边援助：通过世界银行或国际货币基金组织等国际组织提供的援助。
270	Microfinance	The provision of small loans to individuals in developing countries to help start businesses.	小额信贷：向发展中国家个人提供小额贷款以帮助其创业。
271	Foreign Currency Gap	When a country's export earnings are insufficient to pay for necessary imports.	外汇缺口：一国出口收入不足以支付必要进口的情况。
272	Savings Gap	When domestic savings are insufficient to fund the investment needed for economic growth.	储蓄缺口：国内储蓄不足以资助经济增长所需投资的情况。
273	Debt Relief	The partial or total cancellation of debts owed by developing countries.	债务减免：部分或全部取消发展中国家所欠债务。
274	Harrod-Domar Model	A growth model suggesting that economic growth depends on the level of savings and the capital-output ratio.	哈罗德-多马模型：认为经济增长取决于储蓄水平和资本产出比的增长模型。
275	Lewis Model	A model of structural change suggesting development involves shifting labour from agriculture to industry.	刘易斯模型：认为发展涉及将劳动力从农业转移到工业的结构变化模型。
276	Import Substitution	A strategy of replacing imports with domestically produced goods.	进口替代：以国内生产的商品替代进口的策略。
277	Export-Led Growth	A strategy of developing industries for export markets to drive economic growth.	出口导向型增长：发展面向出口市场的产业以推动经济增长的策略。