
MICRO ECONOMY: Supply, Demand, Equilibrium, Pricing, Elasticity, Utility, Production & Cost, Labor, Aggregates ...

How individuals and companies make decisions to allocate scarce resources.

Assets = Property Capital (substance of matter, object movement/change)

Liabilities = Financial Capital (space of movement, maneuverability)

Expenses = Cost of Work through labor force and machines

Income = Earnings from sales of goods & services

$f_A(Assets) = f_L(Liabilities) =$ “momentum” p from initial state r_0 to new state r_1 , and “state change” $= r = r_1 - r_0$

acronyms see **?@sec-acroecomicro**

acronyms

- | - |

$A =$ Assets | $L =$ Liabilities

$X =$ Expenses | $S =$ Financial Leverage (Verschuldungsgrad)

$I =$ Income | $E =$ Equity

$Y =$ Yield, Gain, Return, Earning, Profit | $Q =$ Liquidity

$D =$ Debit | $C =$ Credits

$G =$ G&A General & Administration | $E_T =$ EBIT

$E_D =$ EBITDA | $U =$ Productivity

$P =$ Profitability | $R_E =$ ROE

$R_A =$ ROA | $R_I =$ ROI

$F =$ Cash Flow (CF) | $F_F =$ Free CF

$W =$ WACC | $V =$ NPV

$B =$ DB Deckungsbeitrag | $N =$ NUV (Nettoumlaufvermögen)

$\$ = \$ \dots$ | $\$ = \$ \dots$