

# 15 OSNOVNI PRINCIPI

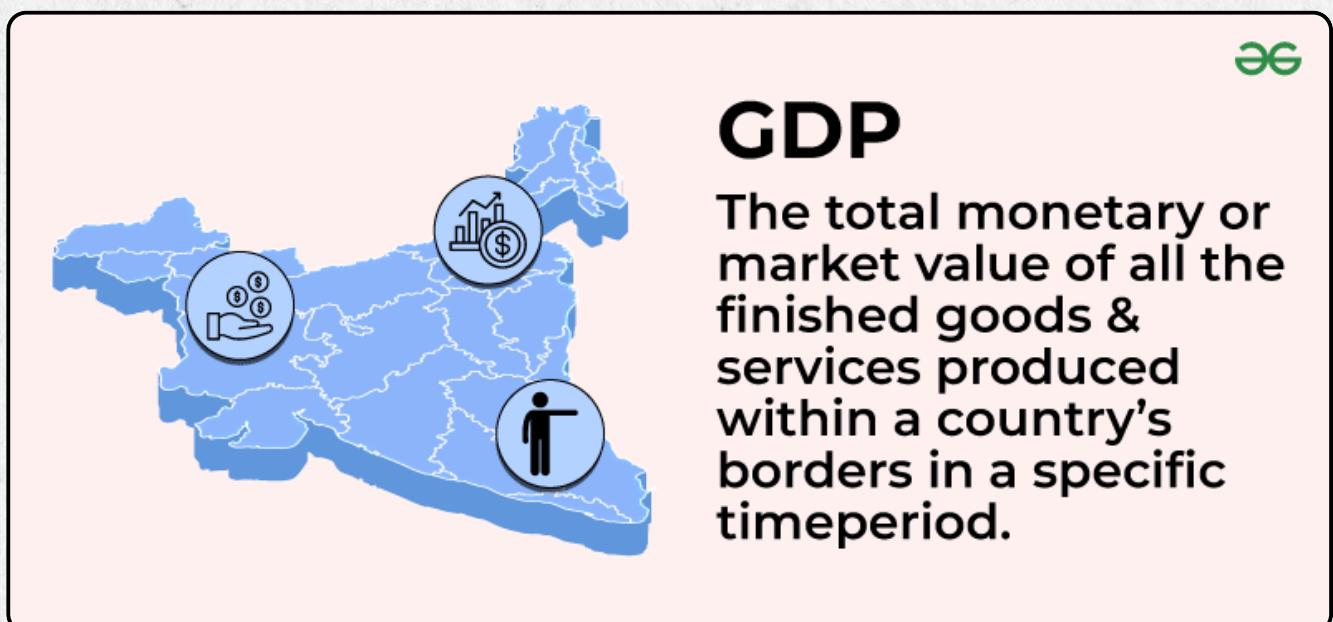
## MACROECONOMICS



# 1. BRUTO DOMAĆI PROIZVOD (BDP)

BDP meri ukupnu vrednost dobara i usluga koje zemlja proizvodi.

To pokazuje veličinu i zdravlje ekonomije.



The infographic features a blue silhouette of a country's outline. Inside the outline, three circular icons are placed: one showing a hand holding coins, another showing a bar chart with a dollar sign, and a third showing a person walking. In the top right corner of the box, there is a small green logo consisting of two interlocking shapes.

## GDP

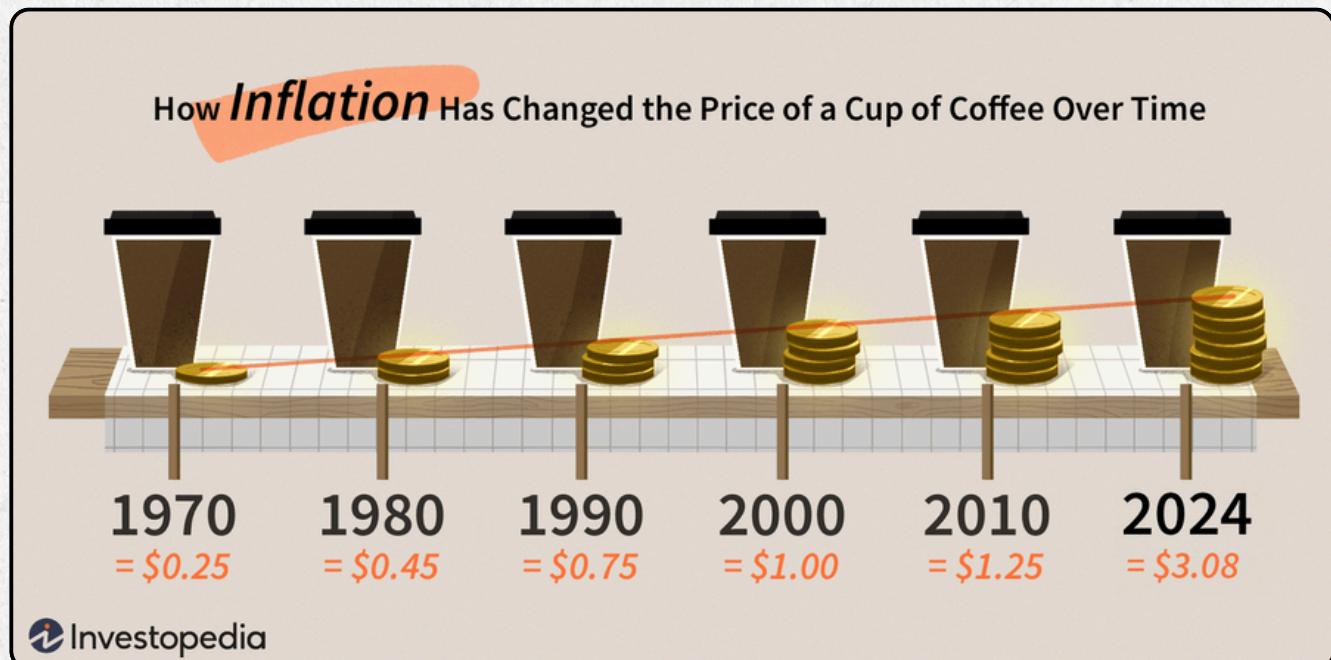
The total monetary or market value of all the finished goods & services produced within a country's borders in a specific time period.



## 2. INFLACIJA

To je porast cena tokom vremena.

Visoka inflacija smanjuje kupovnu moć, dok niska inflacija održava ekonomiju stabilnom.



### 3. NEZAPOSLENOST

Nezaposlenost je broj ljudi bez posla.

Visoka nezaposlenost šteti ekonomiji jer manje ljudi radi i troši novac.



#### Unemployment Rate

[ˌən-im-ˈplōi-mənt ˈrāt]

The proportion of the labor force that is not currently employed.

 Investopedia



## 4. PONUDA I POTRAŽNJA

Ponuda je koliko je proizvod dostupan, a potražnja je koliko ljudi žele.

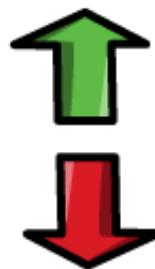
Cene se menjaju kada se ponuda i potražnja pomjeraju.

### Law of Supply and Demand



Supply      Demand

If price increases:



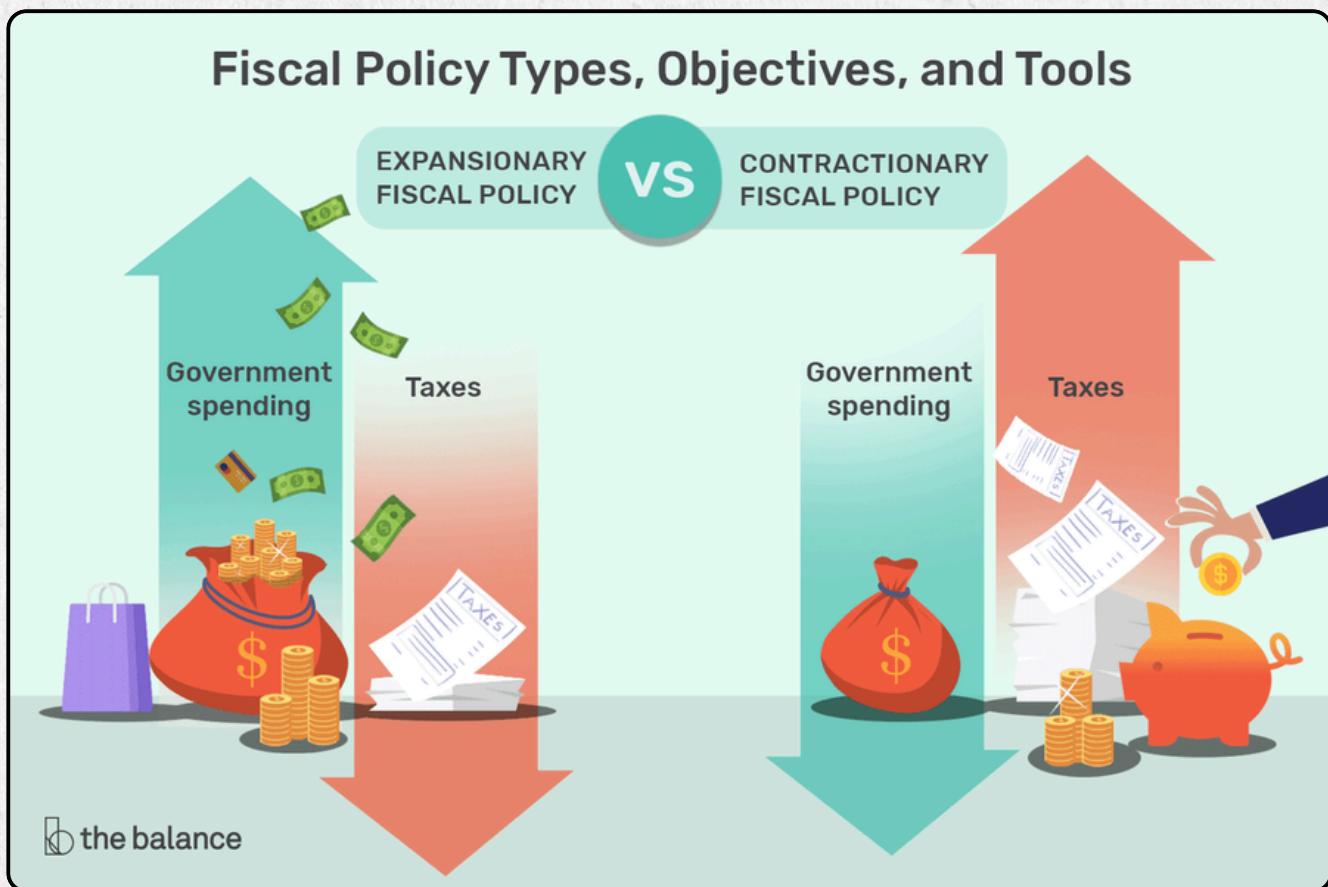
If price decreases:



# 5. FISKALNA POLITIKA

Fiskalna politika je način na koji vlada koristi poreze i potrošnju da utiče na ekonomiju.

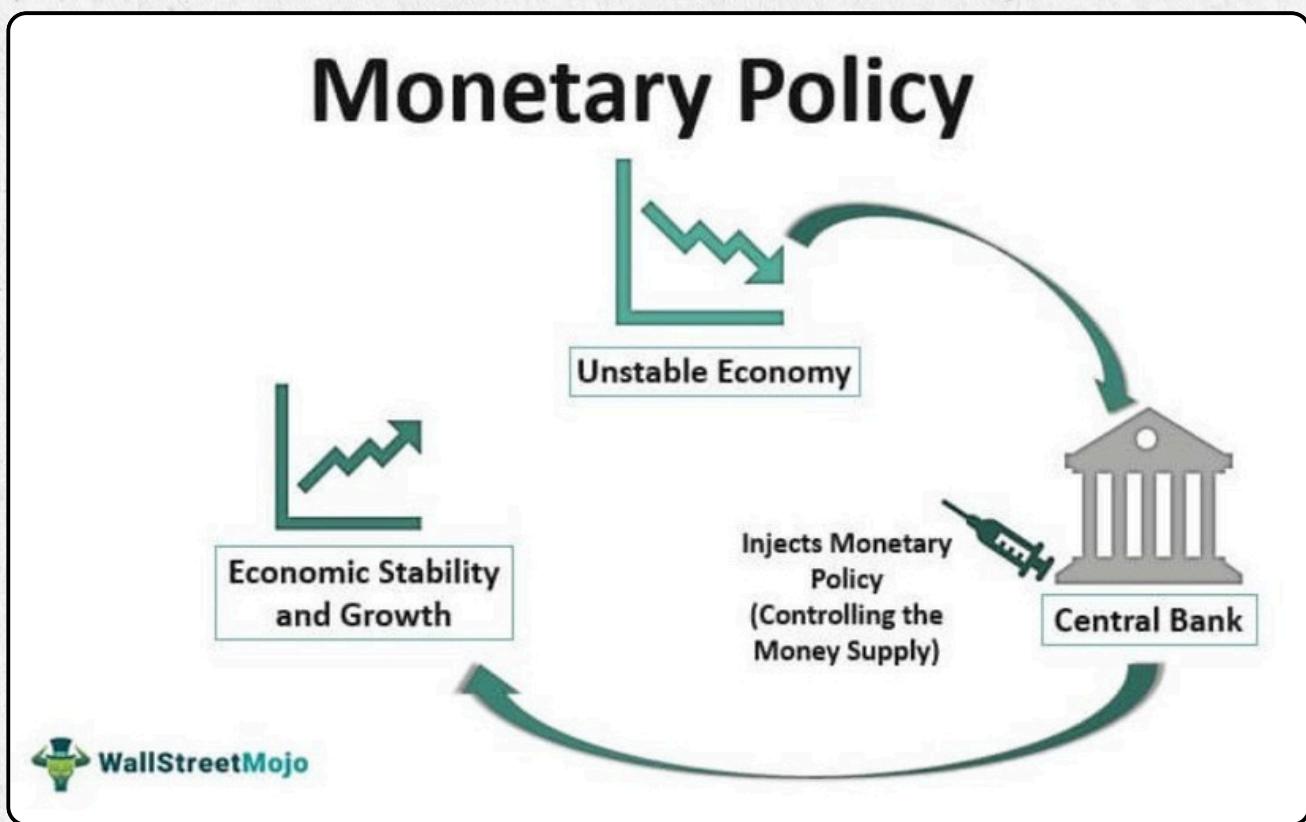
Može pomoći u borbi protiv nezaposlenosti ili kontroli inflacije.



# 6. MONETARNA POLITIKA

Monetarna politika podrazumeva kontrolu novčane mase i kamatnih stopa.

Centralne banke ga koriste za upravljanje inflacijom i održavanje stabilnosti ekonomije.



# 7. KAMATNE STOPE

Troškovi pozajmljivanja novca.

Niže stope podstiču potrošnju i ulaganje, dok više stope smanjuju inflaciju.

## What to Know About Interest Rates

An interest rate is the percentage of principal charged by the lender for the use of its money

The interest rate will tell you what you pay each month, as opposed to the APR, which tells you the total cost over the life of the loan



 the balance



## 8. RECESIJA

Recesija je period kada se ekonomija smanjuje umesto da raste.

To dovodi do gubitka radnih mesta i niže potrošnje.

The infographic features a title 'What Is A Recession?' in bold black font. Below it is a definition: 'A recession is a sustained period of significant economic decline in which business and consumer activity slow down.' To the right, there's a stylized illustration of a man in a suit holding a briefcase, standing next to a bar chart that shows a clear downward trend from left to right. An arrow points downwards from the chart towards a red piggy bank that has a dollar sign (\$) cracked on its side, symbolizing financial hardship. In the top right corner of the slide, there is a small red square containing a white letter 'E'.



# 9. KURSNA LISTA

Stopiće koje pokazuju vrednost jedne valute u odnosu na drugu.

Oni utiču na to koliko zemlje plaćaju za uvoz i primaju za izvoz.

## An example of exchange rates:



A family from Germany are planning a once in a lifetime holiday to Peru to visit Machu Picchu.

The family goes to the bank and wants to convert 5000 euros into Peruvian Nuevo Sol. The exchange rate today is 1:4.

The family agrees to the exchange rate and receive 20,000 Peruvian Nuevo Sol in return for their 5000 euros.



# 10. TRGOVINSKI BILANS

Razlika između izvoza i uvoza.

Trgovinski suficit znači da zemlja izvozi više, dok trgovinski deficit znači da uvozi više.

## IMPORT VS EXPORT

Enter your sub headline here

- Bringing goods and services from another country to the home country
- Aim is to fulfill the demand for goods and services that are lacking or not available in the domestic country
- Excessive import can have a negative impact on the domestic economy



- Selling goods and services from the domestic country to other countries
- Aim is to create more foreign income from the selling of domestic products and to increase the global presence of domestic products and services
- Benefit the domestic economy since it increases the foreign income to the home country



# 11. NACIONALNI DUG

Dug na nacionalnom nivou je ukupan iznos koji vlada duguje.

Previše duga može ograničiti buduću potrošnju i naškoditi ekonomiji.

## An example of national debt:



In 2019, the US government recorded a fiscal deficit of \$1.02 trillion as government spending far exceeded government revenue.

In order to fund the continuation of government spending, the government will need to borrow both domestically and abroad.

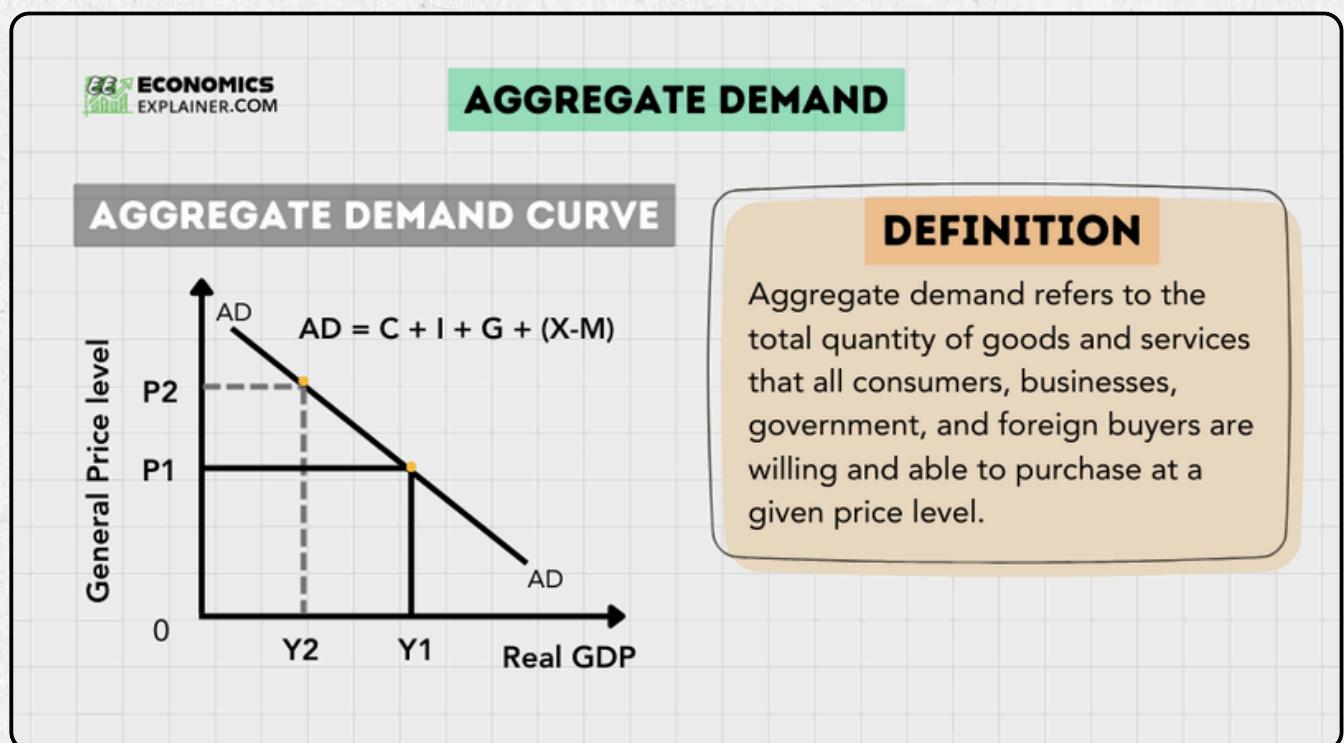
With the large fiscal deficit in 2019, as well as the huge spending in 2020 to deal with the Covid-19 economic crisis, the national debt in the US stood at \$24.22 trillion in April 2020.



# 12. AGREGATNA POTRAŽNJA

Agregatna potražnja je ukupna potražnja za svim robama i uslugama u privredi.

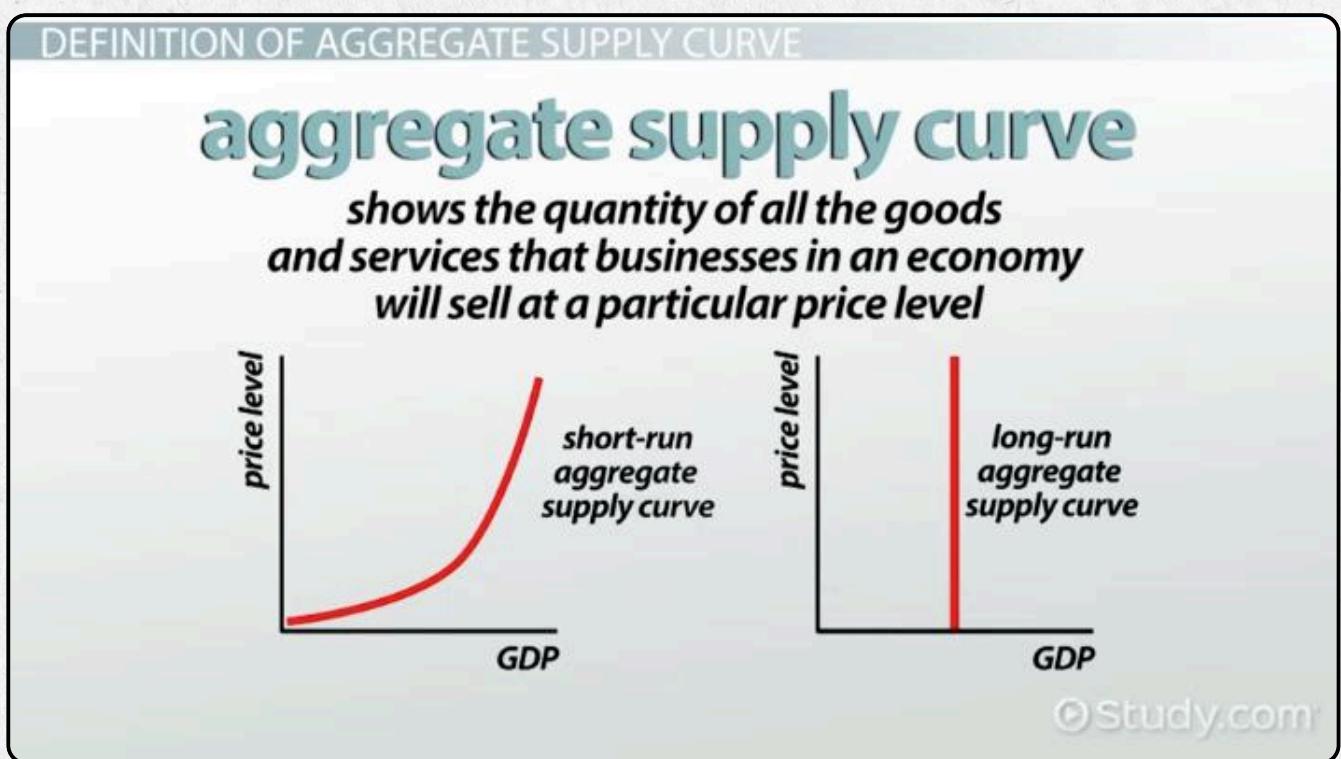
Veća potražnja pokreće ekonomski rast, dok manja potražnja usporava.



# 13. AGREGATNA PONUDA

Agregatna potražnja je ukupna potražnja za svim robama i uslugama u privredi.

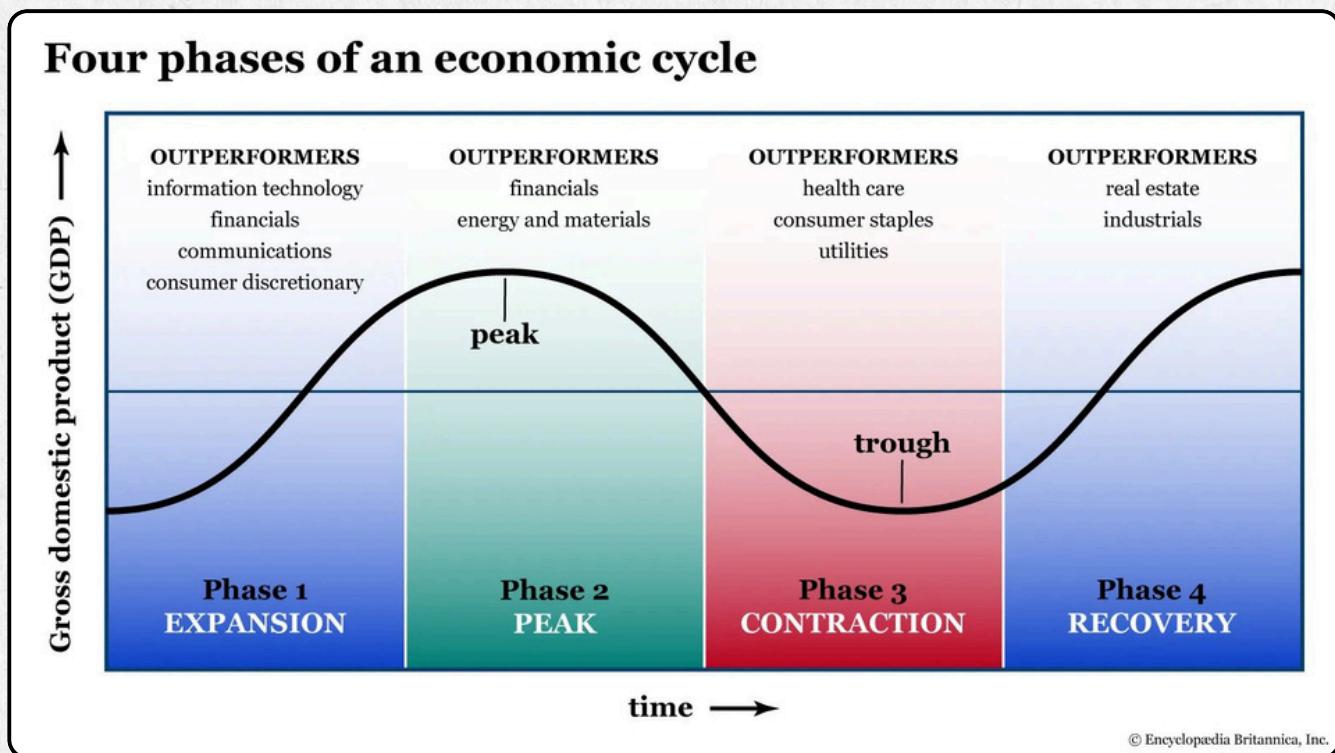
Veća potražnja pokreće ekonomski rast, dok manja potražnja usporava.



# 14. POSLOVNI CIKLUSI

Poslovni ciklusi su usponi i padovi u ekonomiji tokom vremena.

Oni uključuju periode rasta (ekspanzija) i pada (recesija).



# 15. PRODUKTIVNOST

To je koliko roba i usluga radnici proizvode u datom vremenu.

Veća produktivnost dovodi do većeg ekonomskog rasta.

## An example of productivity:



Seb's salons are a chain of luxury beauty salons where many famous celebrities go to have their hair cut and styled.

Seb employs 10 full time hair stylists who are able to do one hair cut per hour. On average, they can complete 50 haircuts in a day.

After attending a specialist training on hair cut efficiency, Seb's stylists can now complete one hair cut every 30 minutes. The productivity increases to 80 hair cuts a day.

Seb realises that by rearranging the hair salon, he has space for two new stylists. His larger team of stylists can now complete 96 haircuts every day.



# SLEDI ME

Ako ste nešto naučili,  
molimo vas da  
proširite reč lajkanjem  
ili ponovnim  
objavljanjem ovog  
dela

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