

Economia aziendale

1) Che cos'è un modello?

Nell'economia aziendale la conoscenza della realtà si sviluppa attraverso la costruzione di modelli, ossia strumenti attraverso i quali l'uomo osservatore cerca di capire la realtà indagata e imparare a fini operativi. Sono pertanto indispensabili strumenti sia per la comprensione che per la spiegazione. I modelli si distinguono in due categorie:

- modelli realistici, costituiti per rappresentare la realtà osservata nelle sue reali manifestazioni e in condizioni perfette.
- modelli ideali, rappresentano la realtà in condizioni ideali.

2) Cosa si intende per comportamento economico dell'uomo?

Il comportamento economico dell'uomo si osserva come prestazione di lavoro organizzato per produrre e per consumare i beni necessari per soddisfare i bisogni e appagare le aspirazioni dell'esistenza. Come afferma J. Monod, l'uomo è un sistema teleonomico, ossia un organismo che sviluppa processi cognitivi e pone in essere comportamenti necessari per la sopravvivenza, come singolo e come specie.

3) Cosa sono i bisogni e le aspirazioni?

I bisogni sono stati spiacevoli di squilibrio psico-fisico che l'uomo cerca di eliminare o di ridurre.

Le aspirazioni sono stati piacevoli di natura, spesso sociale, che l'uomo cerca di conseguire o di accrescere.

Bisogni e aspirazioni sono motivazioni dell'agire economico dell'uomo come singolo e come collettività.

4) Definire i beni.

Per il soddisfacimento dei bisogni e l'appagamento delle aspirazioni occorrono risorse o beni che l'uomo ottiene con il lavoro. I beni sono tutti i mezzi (materiali o immateriali, del fisico o dello spirito, oggetti, prestazioni, servizi, ecc.), impiegabili per il soddisfacimento di Bisogni e Aspirazioni, ottenuti con il lavoro, e, pertanto, sono relativamente scarsi.

5) Cos'è il lavoro?

Il lavoro è ogni prestazione (attività, azione, comportamento) faticosa (onerosa, che dà pena, che si vorrebbe eliminare, ridurre o migliorare) necessaria per ottenere e per impiegare i beni per il soddisfacimento dei bisogni e delle aspirazioni. I beni sono scarsi proprio in quanto ottenuti con il

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