

Firm Economics of Business School of Sun Yat-Sen University has very distinctive features and contents.

There is a good teaching group for **Firm Economics**, which consists of professors, associate professors and invited corporate entrepreneurs. They are both active reach scholars, and consultants to and trainers of many organizations. And some also are involved members of professional groups. With this experience advantage, they have been able to combine research, theory and practical application in their teaching. They teach students not only facts and theories, but more importantly, how to be critical thinkers, impartial analysts and sensible decision-makers.

The teaching methods used in this Firm Economics are well accepted by students. Cases analysis and visiting organizations constitutes an important part of students' learning. By developing or selecting cases to which students can relate, and by visiting typical organizations, students not only improve skills greatly, but also find the learning process fascinating. Theories are taught in a practical way. What is emphasized is precisely how theories are being used in today's organizations. These in-classroom examples can vividly illustrate theories and key points.

The teaching group have developed a whole set of books for this course, including a major textbook, a book of cutting-edge topics in the field of economics and business, a book of cases, and a book of selected famous English readings. Always waking up to the latest advances in the field, the teaching group keep updating and adding new topics to the books.

The establishment and popularization of Firm Economics will contribute to and inspire both students and other teachers of this course.

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