LINGNAN UNIVERSITY
DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
BUS2105 Microeconomics for Business
First Term, 2026 – 2027

Autumn 2026 *LUI Hon-Kwong*

Course Objectives

Microeconomics is the study of the choices that individuals and firms make. It also deals with the ways these choices interact in markets. This course aims to give students a basic understanding of microeconomic concepts and the economic environment within which businesses operate. It enhances students' analytical skills in applying economic concepts to study current economic and business problems. Students are to become familiar with the characteristics of different market structures. Through preparation and participation in discussions, they also acquire skills in time management, problem-solving, and verbal presentation.

Learning Outcomes

- To give students a basic understanding of economic concepts and the economic environment within which business firms operate.
- To provide students with the analytical tools they need to understand how a business is affected by its economic environment.
- To enhance students' analytical skills in applying economic concepts to study current economic and business problems and policy issues.

Measurement of Learning Outcomes

- Through class preparation and participation in discussions, students acquire skills in time management, problem-solving, and oral presentation.
- In-class discussion of group activities such as cases, debates, and recent Hong Kong economic events or policies helps students to apply the economic concepts to study current economic and business problems in Hong Kong or this region.
- Problem-based assignments require students to apply conceptual knowledge to solve economic questions and problems.
- The final examination requires students to apply the knowledge they have learned in addressing examination questions from a microeconomic perspective.

Recommended Textbook

Parkin, Michael (2022). *Economics*. 14th Edition (Global Edition + MyLab Economics). Boston: Pearson Learning.

Purchase Arrangement:

Two options for BUS 2105 textbook purchase:

1. Book + MyLab Economics Access Code (12-month validity).

2. eBook + MyLab Economics Access Code with e-book (12-month validity).

For more details, please access our course website:
https://www.ln.edu.hk/mkt/programmes-and-courses/undergraduate-courses/bus2105-microeconomics-for-business

Supplementary Readings

Case, Karl E., Ray C. Fair, and Sharon E. Oster (2025). *Principles of Economics.* 14th Edition. Upper Saddle River, N.J.: Prentice Hall.

Frank, Robert H., Ben S. Bernanke, and Hon-Kwong Lui (2014). *Principles of Economics: Asia Global Edition*. First Edition. Singapore: McGraw-Hill Education (Asia).

Ho, Lok-Sang (1997). *Health Care Delivery and Financing: A Model for Reform.* Hong Kong: City University of Hong Kong Press.

Lui, Hon-Kwong (2013). *Widening Income Distribution in Post-Handover Hong Kong.* Oxon, U.K. and New York, U.S.: Routledge.

Mankiw, N. Gregory (2026). *Essentials of Economics*. 11th Edition. Stamford, CT: Cengage Learning.

Suen, Wing and Chan, William (1997). *Labour Market in a Dynamic Economy.* Hong Kong: City University of Hong Kong Press.

Wong, Richard Yue-Chim (1998). *On Privatising Public Housing.* Hong Kong: City University of Hong Kong Press.

Wong, Richard Yue-Chim (2015). *Hong Kong Land for Hong Kong People: Fixing the Failures of Our Housing Policy.* Hong Kong: Hong Kong University Press.

呂漢光 (2011). 《誰搬走了香港的黃金》. 香港: 亮光文化.

Hong Kong Economic Journal 《信報財經新聞》

Hong Kong Economic Times 《香港經濟日報》

Teaching Approach

The basic teaching approach is through a series of lectures coupled with online assignments, debates, a mid-term test, and a final examination. Students are required to apply economic concepts to analyse current business issues that affect the Hong Kong Special Administrative Region and/or its major trading partners. Regular attendance and active class participation are strongly encouraged.

Course Assessment

Examination	50%
Mid-Term Test (Chapters 1, 3-6, 8 and 9)	20%
MyLab Economics assignments (Optional)	10%
Group Debate	15%
Participation	5%

Lecture Schedule

Week	Topic	Reading Assignment
1	Introduction	Ch. 1
2	Demand and Supply	Ch. 3
3	Elasticity	Ch. 4
4	Efficiency and Equity	Ch. 5
5	Government Actions in Markets	Ch. 6
6	Utility and Demand	Ch. 8
7	Possibilities, Preferences, and Choices	Ch. 9
8	Output and Costs	Ch. 11
9	*Mid-Term Test* *During class hours in late October 2026*	
10	Perfect Competition	Ch. 12
11	Monopoly	Ch. 13
12	Monopolistic Competition	Ch. 14
13	Oligopoly	Ch. 15

Important Notes:

- MyLab Economics: Students who bought the textbook can register on the MyLab Economics of Pearson (Code: lingnan72328). There is one quiz for each chapter, and students are required to complete them before the deadline. ***We shall count the highest 8 scores out of the 12 quizzes.*** *If students do not buy the textbook, the weighting (10%) of the online assignments will be added to their midterm test*. More detailed instructions on MyLab Economics can be found in the PPTx file on Moodle or from the following website: http://www.pearsonmylabandmastering.com/global/northamerica/myeconlab/students/

- Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.

- Students shall be aware of the University regulations regarding dishonest practice in coursework, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.

- Students are required to submit writing assignments using Turnitin.

- To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available at https://pla.ln.edu.hk.

- Students must adhere to the University's guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents "Guidelines for Using GAI Tools at Lingnan University" and "Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments" can be found here: https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices.

Team Evaluation Form

Student's Name: ________________________________ Group number: ____________

Assuming you have $100 to divide among the members of your team (including yourself) based on each member's overall contribution to the case study. The team member who contributes the most should receive the largest share of the $100. The member whose overall contribution was the least would receive the smallest amount. In the space below, please write the names of your team members, *including yourself*, and the dollars you feel they deserve:

Name (in alphabetical order)	**Contribution ($)**
Total	**$100**

You are welcome to provide ANY other comments or observations.

Appendix 1

Marking and Assessment of Learning Outcomes in Debate

Trait	**Very Good (8–10 marks)**	**Satisfactory (5–7 marks)**	**Unsatisfactory (0–4 marks)**
Ability to identify key issues from an economic perspective	Clearly identifies key issues concerned from an economic perspective	Able to describe some issues concerned from an economic perspective	Unable to describe key issues concerned from an economic perspective
Ability to apply economic concepts to analyse business problems	Able to apply economic concepts to analyse business problems	Able to relate economic concepts in analysing business problems	Unable to apply or relate economic concepts in analysing business problems
Makes appropriate use of available data to support arguments	Utilises a wide range of available data to support arguments	Utilises only limited data to support arguments	Fails to make use of available data to support arguments
Develops, presents and communicates OWN perspectives or positions	Clearly presents and justifies own view while qualifying or integrating contrary views or interpretations	Presents and justifies own position without addressing other views, or does so superficially	Fails to present and justify own opinion
Comments			

Appendix 2

Learning Outcome Mapping with Coursework and Assessment
BUS2105 Microeconomics for Business

Learning Outcomes	**Team exercise/ Participation (5%)**	**Mid-term and MyEconLab (30%)**	**Debate (15%)**	**Final Exam (50%)**
PLLG 1 – Students have good communication skills	✓		✓	
PLLG6 – Students are able to think critically	✓	✓	✓	✓
PLLG9 – Students are competent in quantitative analysis for business decision-making	✓	✓	✓	✓
Course Level Learning Goal				
CLLG1 – Students have a basic understanding of micro-economic concepts and the economic environment within which businesses operate	✓	✓	✓	✓