

Modul 146/156  
Seminar  
Winter Term 2025

## **The history of business administration and business economics**

### **Professor/in**

Prof. Caroline Rippe de Mello Klein  
Prof. Dr. Ulrich Klüh

### **Description and objectives**

This lecture is about improving the methodology of research and exploring better ways to write and express yourself better in a scientific way. The beginning of the classes will talk about the origins, methodological foundations and history of your own specialist focus. Anyone who specializes in accounting, controlling or logistics, for example, will quickly notice that a sound knowledge of the history of these key subjects can help to develop a holistic understanding of the connections. With historical knowledge, you can also shine at a job interview or at a champagne reception. In this seminar, we want to give the participants the opportunity to deal more closely with the methodological and historical foundations of one of the main subjects they have chosen as part of their studies. This should happen as part of a written elaboration, which should also be presented and discussed in a way that is appropriate for the target group. The project is designed in such a way that it offers good technical preparation for later writing the bachelor thesis. **The classes will be every Tuesdays afternoon 12h-16h.**

### **Process of the classes**

The participants will think about an individual research question, moved by their own curiosity of their subject or major (Schwerpunktfach), with the aim of writing and presenting a paper on the topic. Examples for paper topics include:

- How marketing became a science
- Human resource management in the 1920ies
- The early history of leadership theories
- How financial crises influenced our thinking about financial accounting
- How the science of business controlling came into being

The paper can be written either individually or in partner work. It can be written in English, German, Spanish, or Portuguese.

In parallel, there will be lecture inputs on the methods of scientific work, in which issues such as literature research, citation and content design are discussed. Regular meetings will take

place, also bilaterally, to discuss the progress of the work.

The first part of the semester will be online meetings, until December, most of the topics will be about how to write a scientific essay, kinds of and improving your paper. Then, in January will be presential classes going to the presentations (evaluation 1). And finally in February will be spare time to write and march the delivery of the paper (evaluation2).

Finally, the individual elaborations will be presented in a block seminar and discussed with all participants.

### **Learning Skills**

- Study the methodology and historical aspects of the Business Administration
- Appropriation of history and methodology of business as a field of study
- Learning how to write a good essay with scientific method, improving the bachelor's thesis
- Guided presentation
- Debate

### **Evaluation of semester**

Seminar paper (60%), presentation (40%)

### **Calendar and program content**

#### **Module 1 (History of Business) – October (online)**

##### **16<sup>th</sup> October**

Introduction

Presentations

The historical aspects of the business management

How business was invented and why

##### **30<sup>th</sup> October**

Allocation of topics for term papers

Accounting in the ancient times

The division of knowledge and majors

Business today and theories

#### **Module 2 (Reading and writing) – November (online)**

##### **12<sup>th</sup> November**

Basics of scientific writing

How to write an essay, scientific paper or applied text

Reading and taking the main ideas of the writings

Online resources to write better essays

##### **26<sup>th</sup> November**

Structure of the paper and scientific skills

Shaping the ideas and problems of research

Tools to improve writings  
Libraries of h-da, Google Scholar, Web of Science  
Tools to research (Chap GPT, Datathief, Simplemind, Citavi...)

### **Module 3 – (Structure) – December (online)**

#### **10<sup>th</sup> December**

Individual Online Coaching

#### **17<sup>th</sup> December**

Individual Online Coaching

### **Modul 4 – January (in presence)**

#### **14<sup>th</sup> January and 21st January**

Two-day seminar (en bloc):

Presentations of current state of paper, feedback

Further inputs on writing skills,

### **Modul 5 – February (in presence)**

Final individual coachings

### **March 15: Delivery of the paper – due date**

Deliver by e-mail: [carolinerippe@hotmail.com](mailto:carolinerippe@hotmail.com) and [ulrich.klueh@h-da.de](mailto:ulrich.klueh@h-da.de)