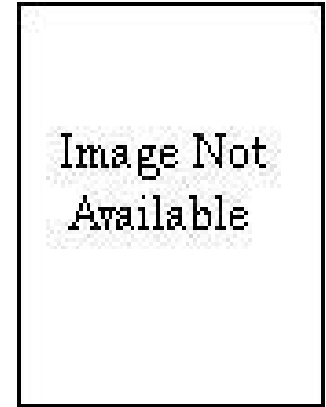


**Asbury Theological Seminary**  
**MS655 W1 - January 2014**  
**Holistic Mission and the Use of Business in**  
**Global Outreach**

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**Professor: Dr. Ted Yamamori**  
**ted.yamamori@asburyseminary.edu**  
**3.00 credit hours**  
**Prerequisites: None**



**Meetings:**

During 01/06/2014 to 01/17/2014 on Monday, Tuesday, Wednesday, Thursday and Friday from 1:00p to 5:00p in AD303.

HOLISTIC MISSION AND THE USE  
OF BUSINESS IN GLOBAL OUTREACH  
MS 655/MD 955—January 6-17, 2014  
(1:00-5:00)

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ESJ School of World Mission & Evangelism,  
Asbury Theological Seminary, Wilmore, KY

COURSE DESCRIPTION

This course examines the biblical and historical bases of holistic mission and further explores the strategic and effective use of business in global outreach through case studies and the analysis of emerging models.

I. OBJECTIVES

At the end of the course, students should:

- A. Be discerning about the world of the 21<sup>st</sup> century and the church's role in it.
- B. Be knowledgeable of ways of integrating word and deed through entrepreneurial ventures.
- C. Gain knowledge of the effective use of business in global outreach.
- D. Be conversant with the cross-cultural dimensions of doing business and ministry.
- E. Have an understanding of the basic principles of communicating the gospel across cultures.

II. EXPECTATIONS

- A. Class attendance at all sessions and participation in the discussions are expected.
- B. All assignments are to be completed by specified dates.

III. TEXT BOOKS

- Befus, David R. Kingdom Business: The Ministry of Promoting Economic Activity. <http://www.carintech.com/kb/preface.html>, 2002.
- Eldred, Ken. God Is At Work: Transforming People and Nations. Ventura, CA: Regal Books, 2005.
- Rundle, Steve, and Tom Steffen. Great Commission Companies: the Emerging Role of Business in Missions. Downers Grove, IL: InterVarsity Press, 2003.
- Yamamori, Tetsunao, and Kenneth A. Eldred (eds.). On Kingdom Business: Transforming Missions Through Entrepreneurial

Strategies. Wheaton, IL: Crossway Books, 2003.

#### IV. ASSIGNMENTS

##### A. Reading Report (30%)

Readings are to be completed prior to the class for which they are assigned. Based on your reading (both required and optional), select three (3) missiologically significant topics and write your reflection on each (one single-spaced page for each topic). Turn in your one page reflection paper for each topic on January 10.

##### B. Class Participation (30%)

Class attendance and participation in the discussions are expected. Class presentations and discussion, January 16, 17.

##### C. Reflection and Analysis Paper (40%)

Write a reflection and analysis paper of around 2500 words. The paper should integrate the required or extra readings, material from class discussions, and personal observations related to your ministry/missions experience. Use standard typing and style requirements. Include a reference list. Select one from the following. The paper should be both descriptive and analytic. Due: January 15.

#1 The Significance of the Transformational Approach to the 21<sup>st</sup> Century Mission

#2 The Relevance of Business in Global Outreach

#3 Globalization and Kingdom Business.

#4 Foundational Principles Guiding Kingdom Business

#5 Communicating the Gospel:

To Buddhists,

To Muslims,

To Hindus, or

To the Chinese

#6 Select one case study from your reading and analyze it from business and ministry perspectives. Be original.

#7 Consult your instructor for a relevant topic of your choice.

Instructions: (1) Define your project. Show how it is relevant to the class and posture it within the existing literature.

(2) Answer the question that you defined. Maintain internal consistency—i.e., stay focused on the topic and remain cogent yet thorough.

(3) Include appropriate references: at least 3 books and 3 journal articles.

(4) Assessment should demonstrate reflection and synthesis of material.

(5) Conclusions should be thoughtful and practical.

## V. SCHEDULE

### Session 1—INTRODUCTION (January 6, 7)

Course Overview

Critical Issues in Global Mission Today

Religious pluralism

Hunger

Video #1: “A Reason To Hope”

The HIV/AIDS Crisis

Kingdom Business as a Strategy for Evangelism

Defining terms

In this course, “kingdom business” is defined as doing the biblical ministry of integrating proclamation (word) and social responsibility (deed) through business and entrepreneurial ventures.

The strategic role of business in today’s mission

Basic types of kingdom entrepreneurship (MED, SME, and OPE)

Theology of Missions, of Business, and the Integration of the Two

Impact of globalization on business and missions

How business in itself can glorify God

Missions by word and deed

The integration of business and ministry

Video #2: “Loving Monday” (22 minutes)

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#### REQUIRED READING

Rundle and Steffen, Great Commission Companies, Chapter 1.

Lausanne IG 31: “The Uniqueness of Christ” (see [www.lausanne.org](http://www.lausanne.org) 2004 Forum LOPs). LOPs refer to “Lausanne Occasional Papers.” IG refers to “Issue Group.”

Lausanne IG 1: “Globalization and the Gospel”; IG 4: “Holistic Mission” (see [www.lausanne.org](http://www.lausanne.org) 2004 Forum LOPs).

Tetsunao Yamamori, “Christian Health Care and Holistic Mission,” in International Journal of Frontier Missions, 18:2 (Summer, 2001). [www.ijfm.org](http://www.ijfm.org).

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Befus, Kingdom Business, Chapter 1.

Eldred, God Is At Work, Chapters 1-6; 9-12. Appendixes B and C.

Rundle and Steffen, Great Commission Companies, Chapter 2.

Yamamori and Eldred (eds.), On Kingdom Business, Preface; Introduction; Chapters 1-4, 18.

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Eldred, God Is At Work, Chapter 8; Appendix A.

Lai, Patrick. "Starting a Business in a Restricted Access Nation."  
International Journal of Frontier Missions 15(1): 41-46.  
[www.ijfm.org](http://www.ijfm.org).

Rundle and Steffen, Great Commission Companies,  
Chapter 3-4.

Yamamori and Eldred (eds.), On Kingdom Business,  
Chapter 13 and 19 (John Beckett). Appendix B (1, 2, 3); Appendix  
C; Chapter 12.

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#### OPTIONAL READING

Beckett, John D. Loving Monday: Succeeding in Business without  
Selling Your Soul. Downers Grove, IL: InterVarsity Press, 2001.

Beckett, John D. Mastering Monday: A Guide to Integrating Faith and  
Work. Downers Grove, IL: IVP Books, 2006.

Burkett, Larry. Business by the Book: The Complete Guide of Biblical  
Principles for the Workplace. Nashville: Thomas Nelson, 1998.

Eldred, Ken. The Integrated Life: Experience the Powerful Advantage of  
Integrating Your FAITH and WORK. Montrose, CO: Manna  
Ventures, LLC, 2010.

Grudem, Wayne. Business for the Glory of God: The Bible's Teaching on  
the Moral Goodness of Business. Wheaton, IL: Crossway Books,  
2003.

Hill, Alexander. Just Business: Christian Ethics for the Marketplace.  
Downers Grove, IL: InterVarsity Press, 1997.

Lai, Patrick. The Tent Making: Business as Missions. Waynesboro, GA:  
Authentic Media, 2005.

Nash, Laura and Scotty McLennan. Church on Sunday, Work on  
Monday: The Challenge of Fusing Christian Values with  
Business Life. San Francisco, CA: Joseph-Bass, 2001.

Stevens, R. Paul. The Other Six Days: Vocation, Work, and Ministry  
in Biblical Perspective. Grand Rapids, MI: William B. Eerdmans  
Publishing Company, 1999.

Swarr, Sharon Bentch and Dwight Nordstrom. Transform the World:  
Biblical Vision and Purpose for Business. Kona, Hawaii: The  
Center for Entrepreneurship and Economic Development,  
University of the Nations, 1999.

#### Session 2—GROUNDING KINGDOM BUSINESS IN THE HISTORY OF EVANGELISM (January 8)

Biblical precedents  
Historical examples

## Contemporary models

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### REQUIRED READING

Befus, Kingdom Business, Chapters 2-11.

Eldred, God Is At Work, Chapter 7; 13-14.

Rundle and Steffen, Great Commission Companies, Chapters 7-12.

Yamamori and Eldred (eds.), On Kingdom Business, Chapter 16.

### OPTIONAL READING

Danker, William. Profit for the Lord. Grand Rapids, MI: William B. Eerdmans Publishing Company, 1971. Available at: [www.intent.org](http://www.intent.org).

Johnson, C. Neal. Business as Mission: A Comprehensive Guide to Theory and Practice. Downers Grove, IL: IVP Academic, 2009.

Knoblauch, Dr. Jorg and Jurg Opprecht. Kingdom Companies. Self-published through River City Press, 2004.

Suter, Heinz and Marco Gmur. Business Power for God's Purpose. Greng-Murten, Switzerland: VKG, 1997.

## Session 3—STRATEGIC PLANNING FOR KINGDOM ENTREPRENEURIAL MINISTRY (January 9, 10)

Jurg Opprecht, Business Professional Network

Video #3 and discussion

“Small Business Development in the Heavenly Mountains of Kyrgyzstan.”

Analytical review of case studies

Criteria for a successful kingdom business

Preparing a business plan

Kingdom entrepreneur as a servant leader

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### REQUIRED READING

Befus, Kingdom Business, Chapters 12-13.

Rundle and Steffen, Great Commission Companies, Chapters 5-6.

Yamamori and Eldred (eds.), On Kingdom Business, Chapters 14-15; 6-11. Chapter 8 by Jurg Opprecht.

### OPTIONAL READING

Blanchard, Ken, Patricia Zigarmi, and Drea Zigarmi. Leadership and the One Minute Manager: Increasing Effectiveness Through Situational Leadership. New York: William Morrow and Company, Inc., 1985.

- Blanchard, Ken, and Phil Hodges. The Servant Leader: Transforming Your Heart, Head, Hands, & Habits. Nashville, TN: J. Countryman/Thomas Nelson, 2003.
- Briner, Bob and Ray Pritchard. More Leadership Lessons of Jesus: A Timeless Model for Today's Leaders. Nashville: Broadman & Holman Publishers, 1998.
- Finzel, Hans. The Top Ten Mistakes Leaders Make. Colorado Springs, CO: Cook Communications Ministries, 1994, 2000.
- Harper, Stephen C. The McGraw-Hill Guide to Starting Your Own Business: A Step-by-Step Blueprint for the First-Time Entrepreneur. New York: McGraw-Hill, Inc., 1991.
- Mancuso, Joseph R. Mancuso's Small Business Basics. 2<sup>nd</sup> edn. Naperville, IL: Sourcebooks, Inc., 1998.
- Miller, Calvin. The Empowered Leader: 10 Keys to Servant Leadership. Nashville: Broadman & Holman Publishers, 1995.
- Russell, Mark L. The Missional Entrepreneur: Principles and Practices for Business as Mission. Birmingham, AL: New Hope Publishers, 2010.

#### Session 4--CROSS-CULTURAL BUSINESS AND MINISTRY (January 13, 14)

##### Understanding Cultural Differences

###### Cross-cultural business behavior

- Deal-focus vs. relationship-focus
- Informal vs. formal cultures
- Rigid-time vs. fluid-time cultures
- Expressive vs. reserved cultures

###### Doing Business Cross-Culturally

- Cultural insights in doing business with
  - East Asians (Japan, Korea, and China)
  - Middle Easterners
  - Others
- Summary of lessons learned

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##### REQUIRED READING

Yamamori and Eldred, On Kingdom Business, Chapters 11, 18.

##### OPTIONAL READING

Kim-kwong Chan and Tetsunao Yamamori, Holistic Entrepreneurs in China: A Handbook on the World Trade Organization and New Opportunities for Christians. Pasadena, CA: William

Carey International University Press, 2002.

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Augsburger, David W. Conflict Mediation Across Cultures: Pathways and Patterns. Louisville, KY: Westminster/John Knox Press, 1992.

Elashmawi, Farid and Philip R. Harris. Multicultural Management: New Skills for Global Success. Houston: Gulf Publishing Company, 1993.

Gesteland, Richard R. Cross-Cultural Business Behavior: Marketing, Neogotiating and Managing Across Cultures. Copenhagen: Copenhagen Business School Press, 1999.

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Brannen, Christalyn and Tracey Wilen. Doing Business with Japanese Men: A Woman's Handbook. Berkeley, CA: Stone Bridge Press, 1993.

Hall, Edward T. and Mildred Reed Hall. Hidden Differences: Doing Business with the Japanese. New York: Anchor Books, Doubleday, 1987.

Jung, Herbert F. How to Do Business with the Japanese. Tokyo: The Japan Times, 1986.

Nishiyama, Kazuo. Doing Business with Japan: Successful Strategies for Intercultural Communication. Honolulu: University of Hawaii Press, 2000.

Sabath, Ann Marie. International Business Etiquette: Asia & The Pacific Rim. Franklin Lakes, NJ: Career Press, 1999.

Saccone, Richard. The Business of Korean Culture. Elizabeth, NJ: Hollym International Corporation, 1994-1997.

Session 5—COMMUNICATING THE GOSPEL ACROSS CULTURES (January 15-17)

January 15:

Practicing kingdom values at the workplace

Representative encounters

    Encounter with the Buddhists

    Encounter with the Muslims

        Video #4: "The Cross or the Crescent"  
        (Understanding Islam)

    Encounter with the Hindus

    Encounter with the Chinese

Summary: Effective communication of the gospel

January 16, 17:

Class presentations and discussion.

Wrap-up



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OPTIONAL READING

Tetsunao Yamamori, Church Growth in Japan. South Pasadena, CA: William Carey Library, 1974.

Tetsunao Yamamori and Kim-kwong Chan, Witnesses to Power: Stories of God's Quiet Work in a Changing China. Waynesboro, GA: Paternoster Publishing, 2000.

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Abdul-Haqq, Abdiyah Akbar. Sharing Your Faith with a Muslim. Minneapolis, MN: Bethany House Publishers, 1980.

Covell, Ralph R. The Liberating Gospel in China: The Christian Faith among China's Minority Peoples. Grand Rapids, MI: Baker Books, 1995.

Hiebert, Paul G. "Cultural Differences and the Communication of the Gospel." In Ralph D. Winter, et al. Perspectives on the World Christian Movement. 3<sup>rd</sup> edn. pp. 373-383.

Hunter, Alan and Kim-kwong Chan. Protestantism in Contemporary China. Cambridge, UK: Cambridge University Press, 1993.

Kamel, Hisham. Communicating the Gospel to Muslims. Pasadena, CA: A.C.C. Publications, 1994.

Lambert, Tony. The Resurrection of the Chinese Church. Wheaton, IL: Harold Shaw Publishers, 1994.

Livingstone, Greg. Planting Churches in Muslim Cities: A Team Approach. Grand Rapids, MI: Baker Book House, 1993.

Mangalwadi, Ruth and Vishal. Carey, Christ and Cultural Transformation: The Life and Influence of William Carey. Cumbria, UK: OM Publishing, 1993.

Parshall, Phil. Bridges to Islam: A Christian Perspective on Folk Islam. Grand Rapids, MI: Baker Book House, 1983.

Saal, William J. Reaching Muslims for Christ. Chicago: Moody Press, 1991.

William Nix, Transforming Your Workplace for Christ (Nashville: Broadman & Holman Publishers, 1997), 5-153.