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MB 755 Holistic Mission and the Use of Business in Global Outreach

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HOLISTIC MISSION AND THE USE OF BUSINESS IN GLOBAL OUTREACH
MB 755--ESJ School of World Mission, Asbury Seminary, January 3-13, 2006 (1:00-5:00)

Instructor: Prof. Tetsunao Yamamori, Ph.D.
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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 21st century and the church’s role in it.
B. Be knowledgeable of the concept of holistic mission, its biblical and historical foundations, and the way the concept is applied to relief, agriculture, health, and economic justice.
C. Gain knowledge of the strategic and 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 the start of class on the day they are assigned.

III. TEXT BOOKS
Rundle, Steve, and Tom Steffen. Great Commission Companies: the Emerging Role of Business in Missions. Downers Grove, IL:
IV. ASSIGNMENTS
A. Reading Report (30%)
   Readings are to be completed prior to the class for which they are assigned. Additionally keep track of what you’ve read from the optional reading list. Turn in the list on January 12.
B. Class Participation (30%)
   Class attendance and participation in the discussions are expected.
C. Reflection and Analysis Paper (40%)
   Write a reflection and analysis paper of around 2500 words (5 single-spaced pages). 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 12.
   
   #1 Holistic Mission and Its Relevance in Today’s Mission Context.
   #2 The Relevance of Business As Mission
   #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 3)
Course Overview
Today’s Mission Context
Resurgent non-Christian religions
Impact of Enlightenment, modernism, post-modernism
Poverty and other unmet basic human needs
Video #1: “A Reason To Hope”
Restricted-access countries and unevangelized people groups
Shift of the church’s population centrum from the developed North to the developing South
Shift of the church’s membership base from the church of the haves to “the church of the poor”
Radical Islam/terrorism
The persecuted church
The HIV/AIDS crisis
Globalization

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REQUIRED READING
Rundle and Steffen, Great Commission Companies, Chapter 1.

OPTIONAL READING

Web sites:
www.unaids.org
www.micahnetwork.com
www.who.int.en

PART I: HOLISTIC MISSION
Session 2—Biblical and Historical Foundations (January 4)

Clarifying some terms
Biblical bases for holistic mission
Holistic mission in historical perspective
The role of the local church

Video #2: “The Church As a Window”
Episodes (1) Addis Ababa, Ethiopia
(2) Curitiba, Brazil
(3) Chhuk, Cambodia

Recent debate over evangelism vs. social action
Primacy of holistic mission practitioner

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REQUIRED READING
Evvy Hay Campbell and John Farquhar Plake (eds.), Holistic Mission
Issue Group Report (September 29-October 5, 2004), Pattaya,
Lausanne IG 4: “Holistic Mission” (www.lausanne.org 2004 Forum
LOPs).
Bryant L. Myers, “The Holistic Practitioner,” in Tetsunao
Yamamori, Bryant L. Myers, C. Rene Padilla, and Greg Rake
(eds.), Serving with the Poor in Latin America (Monrovia, CA:
MARC, 1997), 129-136.

OPTIONAL READING
Chester, Tim (ed.). Justice, Mercy and Humility: Integral Mission and
Cheyne, John R. Incarnational Agents: A Guide to Developmental
Christian, Jayakumar. God of the Empty-Handed: Poverty, Power
Hesselgrave, David. “Redefining Holism,” in Evangelical Missions
Quarterly (1999), 278-284. Response to Hesselgrave: Bryant
Myers, “Another Look at ‘Holistic Mission,’” in Evangelical
Miller, Donald E. and Tetsunao Yamamori. Holistic Pentecostalism:
A Global Perspective. Berkeley, CA: University of California
Myers, Bryant L. Walking with the Poor: Principles and Practices of
Transformational Development. Maryknoll, NY: Orbis Books,
1999.
Samuel, Vinay and Chris Sugden (eds.). Mission as Transformation:
A Theology of the Whole Gospel. Irvin, CA: Regnum Books
Sider, Ronald J. One-sided Christianity?: Uniting the Church to Heal
a Lost and Broken World. Grand Rapids, MI: Zondervan
PART II: BUSINESS AS MISSIONS

Session 3—Kingdom Business as a Strategy for Evangelism (January 5)

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 strategies.

The strategic role of business in today’s missions

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

REQUIRED READING

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.

OPTIONAL READING


Session 4—Theology of Missions, of Business, and the Integration of the Two (January 6)
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 #3: “Loving Monday: The Video” (22 minutes)

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

OPTIONAL READING
Beckett, John D. Loving Monday: Succeeding in Business without
Nash, Laura and Scotty McLennan. Church on Sunday, Work on
     Monday: The Challenge of Fusing Christian Values with
Stevens, R. Paul. The Other Six Days: Vocation, Work, and Ministry
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 5—Grounding Kingdom Business in the History of Evangelism
     (January 9)
     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

Session 6—Strategic Planning for Kingdom Entrepreneurial Ministry (January 10)
Jurg Opprecht, Business Professional Network
Video #4 and discussion
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
Rundle and Steffen, Great Commission Companies, Chapters 5-6.
Video #4: “Small Business Development in the Heavenly Mountains of Kyrgyzstan” (Jurg Opprecht, BPN)

OPTIONAL READING
PART III: CROSS-CULTURAL BUSINESS AND MINISTRY

Session 7—Understanding Cultural Differences (January 11)
Cross-cultural business behavior
 Deal-focus vs. relationship-focus
 Informal vs. formal cultures
 Rigid-time vs. fluid-time cultures
 Expressive vs. reserved cultures

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OPTIONAL READING


Session 8—Doing Business Cross-Culturally (January 12)
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


Session 10--Communicating the Gospel Across Cultures (January 13)

Practicing kingdom values at the workplace

Representative encounters

Encounter with the Buddhists
Encounter with the Muslims
Encounter with the Hindus
Encounter with the Chinese

Summary: Effective communication of the gospel

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OPTIONAL READING


