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

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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.
C. The final examination will be given on January 21.

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 (20%)
   Readings are to be completed prior to the class for which they are assigned. Keep track of what you’ve read. Turn in the list on January 18. Exclude reading you’ve done for Assignment C.

B. Class Participation (20%)
   Class attendance and participation in the discussions are expected.

C. Reflection and Analysis Paper (30%)
   Write a reflection and analysis paper of around 3000 words (12 double-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 18.

#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 Select three (3) books from the “Optional Reading” lists in the Syllabus and review them. Each book review should be around 750 words (3 double-spaced pages).

D. Final Examination (30%)
   The final examination will be given on January 21. It will consist of several questions covering key concepts from the readings and class discussions.

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 HIV/AIDS crisis
Globalization

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

OPTIONAL READING
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


C. Rene Padilla, “Holistic Mission in Theological Perspective,” in Serving with the Poor in Latin America, 100-118.


OPTIONAL READING


Myers, Bryant L. Walking with the Poor: Principles and Practices of Transformational Development. Maryknoll, NY: Orbis Books,


Session 3—Mandate for Global Outreach and Sectoral Responses to Human Needs (January 5)

Mandate for global outreach

The range of responses

Relief
Agriculture
Health
Economic Justice

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REQUIRED READING


Cf. [www.wheaton.edu/intr/faculty](http://www.wheaton.edu/intr/faculty). Click on Prof. Evvy Hay Campbell. Then click on 2004 Lausanne Forum for World Evangelization.
OPTIONAL READING


Fountain, Dr. Daniel E. Health, the Bible and the Church. Wheaton, IL: A Billy Graham Center Monograph, 1989.


Session 4—Reports and Discussion (January 6)

PART II: BUSINESS AS MISSION

Session 5—Kingdom Business as a Strategy for Evangelism (January 7)

Defining terms

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

The strategic role of business in today’s missions

Basic types of kingdom entrepreneurship

Kingdom-based investing: objectives, areas of investing
(MED, SME, and OPE)

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REQUIRED READING
Befus, Kingdom Business, Chapter 1.
Rundle and Steffen, Great Commission Companies, Chapter 2.
Yamamori and Eldred (eds.), On Kingdom Business, Preface; Introduction; Chapters 1-4, 18.

OPTIONAL READING

Session 6—Theology of Missions, of Business, and the Integration of the Two (January 10)
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
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

Session 7—Grounding Kingdom Business in the History of Evangelism (January 11)
Biblical precedents
Historical examples
Contemporary models

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REQUIRED READING
Befus, Kingdom Business, Chapters 2-11.
Rundle and Steffen, Great Commission Companies, Chapters 7-12.
Yamamori and Eldred (eds.), On Kingdom Business, Chapter 16.

OPTIONAL READING

Session 8—Strategic Planning for Kingdom Entrepreneurial Ministry (January 12)
Video #4/discussion and Mr. Devon McGuire as guest
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


Session 9—Reports and Discussion (January 13)

PART III: CROSS-CULTURAL BUSINESS AND MINISTRY

Session 10—Understanding Cultural Differences (January 14)

Cross-cultural business behavior
  Deal-focus vs. relationship-focus
  Informal vs. formal cultures
  Rigid-time vs. fluid-time cultures
  Expressive vs. reserved cultures

Conflict, cultural diversity, and conflict resolution

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REQUIRED READING
Elmer, Cross-Cultural Conflict, Chapters 1-8.

OPTIONAL READING


Session 11—Doing Business Cross-Culturally (January 17)
Cultural insights in doing business with:
- Latin Americans
- East Asians (Japan and China)
- Indians
- Middle Easterners
- Africans (Nigeria)

Summary of lessons learned

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

OPTIONAL READING
Session 12—Communicating the Gospel Across Cultures (January 18)
Shame, sin, and culture (individual-focused vs. group cultures)
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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REQUIRED READING
Elmer, Cross-Cultural Conflict, Chapters 9-12.

OPTIONAL READING
Abdul-Haqq, Abdiyah Akbar. Sharing Your Faith with a Muslim.
Covell, Ralph R. The Liberating Gospel in China: The Christian
Hunter, Alan and Kim-kwong Chan. Protestantism in Contemporary
Kamel, Hisham. Communicating the Gospel to Muslims. Pasadena, CA:
Lambert, Tony. The Resurrection of the Chinese Church. Wheaton,
Livingstone, Greg. Planting Churches in Muslim Cities: A Team
Mangalwadi, Ruth and Vishal. Carey, Christ and Cultural Transformation
Parshall, Phil. Bridges to Islam: A Christian Perspective on Folk Islam.
Saal, William J. Reaching Muslims for Christ. Chicago: Moody Press,
Yamamori, Tetsunao. Church Growth in Japan. South Pasadena, CA:
Yamamori, Tetsunao and Kim-kwong Chan. Witnesses to Power:
Stories of God’s Quiet Work in a Changing China. Waynesboro,
William Nix, Transforming Your Workplace for Christ (Nashville:

Session 13—Reports and Discussion (January 19)

Session 14—Reports and Discussion (January 20)