

Asbury Theological Seminary ePLACE: preserving, learning, and creative exchange

Syllabi

eCommons

1-1-2006

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

Tetsunao Yamamori

Follow this and additional works at: <http://place.asburyseminary.edu/syllabi>

Recommended Citation

Yamamori, Tetsunao, "MB 755 Holisitc Mission and the Use of Business in Global Outreach" (2006). *Syllabi*. Book 653.
<http://place.asburyseminary.edu/syllabi/653>

This Document is brought to you for free and open access by the eCommons at ePLACE: preserving, learning, and creative exchange. It has been accepted for inclusion in Syllabi by an authorized administrator of ePLACE: preserving, learning, and creative exchange. For more information, please contact thad.horner@asburyseminary.edu.

**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.
Senior Research Fellow, Center for Religion
and Civic Culture, University of Southern
California, Los Angeles

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

- Befus, David R. Kingdom Business: The Ministry of Promoting Economic Activity. Miami, FL: Latin America Mission, 2001.
Also found in: <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. 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

REQUIRED READING

Rundle and Steffen, Great Commission Companies, Chapter 1.

Peter L. Berger, "The Desecularization of the World: A Global
Perspective," in Peter L. Berger (ed.), The Desecularization of the
World: Resurgent Religion and World Politics. Grand Rapids, MI:
William B. Eerdmans Publishing Company, 1999, pp. 1-18.

Lausanne IG 1: "Globalization and the Gospel" and IG 3: "The Persecuted
Church"(see www.lausanne.org 2004 Forum LOPs). LOPs refer to
"Lausanne Occasional Papers." IG refers to "Issue Group."

OPTIONAL READING

Berger, Peter L. (ed.). The Desecularization of the World: Resurgent
Religion and World Politics. Grand Rapids, MI: William B.
Eerdmans Publishing Company, 1999.

Escobar, Samuel. A Time for Mission: The Challenge for Global
Christianity. Leicester: InterVarsity Press, 2003.

Grenz, Stanley J. A Premier on Postmodernism. Grand Rapids, MI:
William B. Eerdmans Publishing Company, 1996.

Jenkins, Philip. The Next Christendom: The Coming of Global
Christianity. Oxford: Oxford University Press, 2002.

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

REQUIRED READING

Evy Hay Campbell and John Farquhar Plake (eds.), Holistic Mission Issue Group Report (September 29-October 5, 2004), Pattaya, Thailand. pp.14-27 or www.wheaton.edu/intr/faculty.

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 the Poor. Waynesboro, GA: Paternoster Press, 2002.

Cheyne, John R. Incarnational Agents: A Guide to Developmental Ministry. Birmingham, Alabama: New Hope, 1996.

Christian, Jayakumar. God of the Empty-Handed: Poverty, Power and the Kingdom of God. Monrovia, CA: MARC, 1999.

Hesselgrave, David. “Redefining Holism,” in Evangelical Missions Quarterly (1999), 278-284. Response to Hesselgrave: Bryant Myers, “Another Look at ‘Holistic Mission,’” in Evangelical Missions Quarterly (1999), 285-287.

Miller, Donald E. and Tetsunao Yamamori. Holistic Pentecostalism: A Global Perspective. Berkeley, CA: University of California Press, 2006.

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 International, 1999.

Sider, Ronald J. One-sided Christianity?: Uniting the Church to Heal a Lost and Broken World. Grand Rapids, MI: Zondervan

- Publishing House, 1993.
- Stark, Rodney. The Rise of Christianity: How the Obscure, Marginal Jesus Movement Became the Dominant Religious Force in the Western World in a Few Centuries. Princeton, NJ: Princeton University Press, 1996.
- Yamamori, Tetsunao and C. Rene Padilla (eds.). The Local Church, Agent of Transformation: An Ecclesiology of Integral Mission. Buenos Aires: Ediciones Kairos, 2004.

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

- Bussau, David and Russell Mask. Christian Microenterprise Development: A Handbook. Pre-publication document.
- Bussau, David. Reflections on Christian Microenterprise Development. Sydney: Opportunity International/Australia, 1998.
- Yamamori, Tetsunao, Bryant L. Myers, and David Conner (eds.). Serving with the Poor in Asia. Monrovia, CA: MARC, 1995. See Chapter 5: “Enterprising Christians in Sulawesi, Indonesia.”
- Yamamori, Tetsunao, Bryant L. Myers, Kwame Bediako, and Larry Reed (eds.). Serving with the Poor in Africa. Monrovia, CA: MARC, 1996. See Chapter 5: “Holistic Lending by Zambuko Trust, Zimbabwe” and Chapter 6: “Rushinga Cattle Project in Zimbabwe.”

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)

REQUIRED READING

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.
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
Selling Your Soul. Downers Grove, IL: InterVarsity Press, 2001.
Burkett, Larry. Business by the Book: The Complete Guide of Biblical
Principles for the Workplace. Nashville: Thomas Nelson, 1998.
Hill, Alexander. Just Business: Christian Ethics for the Marketplace.
Downers Grove, IL: InterVarsity Press, 1997.
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 Bentsch 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

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.

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 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

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.

Video #4: "Small Business Development in the Heavenly Mountains of Kyrgyzstan" (Jurg Opprecht, BPN)

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. 2nd edn. Naperville, IL: Sourcebooks, Inc., 1998.

Miller, Calvin. The Empowered Leader: 10 Keys to Servant Leadership. Nashville: Broadman & Holman Publishers, 1995.

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

[Cf. Richard R. Gesteland, Cross-cultural Business Behavior: Marketing, Negotiating and Managing Across Cultures.]

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.

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.

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

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.

- 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 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

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.

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. 3rd 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.
- Moon, Walter Jay. "Using Proverbs to Contextualize Christianity in the Builsa Culture of Ghana." A Ph.D. dissertation presented to Asbury Theological Seminary, Wilmore, Kentucky, 2005.
- 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.