

Christian-Owned Companies

Syllabus and Modules

This course examines the question “What does it look like when a follower of Jesus runs a business?” We’ll answer that by reviewing dozens of case studies and learning directly from experienced, Christian entrepreneurs across several industries. By the end of the course, students will have gained a practical understanding for how believers operate businesses.

Course text: *Christian-Owned Companies: What does it look like when a follower of Jesus runs a business?* (ISBN: 9780578614069)

Pre-work		Introduce yourself to the class in 150 words or fewer, review your peers’ posts, and read the “Executive Summary” in the text, pp. 1-14.			
Topic	Lesson	Reading	Guest Speakers		
Module 1	Purpose	Christian-owned companies seek to honor God in all they do	Pages 15-48	Dan Cathy, CEO, Chick-fil-A David Green, Founder, Hobby Lobby Dallas Willard, theologian and philosopher	Quiz
Module 2	Products	Christian-owned companies make products that make a better world	Pages 49-84	Xian-Yi Wu, Co-founder, D.Light Design Finny Kuruvilla, CEO, Eventide Asset Mgmt Phil Vischer, Co-founder, Big Idea Productions Buck Jacobs, Founder, The C12 Group	Quiz
Module 3	Profits	Christian-owned companies fund faithful causes	Pages 85-132	Anne Beiler, Founder, Auntie Anne’s Pretzels Aaron Walters, Co-founder, Altar’d State Alan Barnhart, CEO, Barnhart Crane & Rigging John Montgomery, Founder, Bridgeway Capital	Quiz
Module 4	People	Christian-owned companies treat their employees like family	Pages 133-182	Cheryl Broetje, Co-founder, Broetje Orchards Mary Kay Ash, Founder, Mary Kay Cosmetics Bob Walker, President, Walker Manufacturing	Quiz
Module 5	Poverty Plan	Christian-owned companies create jobs for people who would not have one	Pages 183-218	Brian Preston, Founder, Lamon Luther Don Larson, Founder, Sunshine Nut Company Chris Haughey, Co-founder, Tegu Toys	Quiz
Module 6	Planet Protection	Christian-owned companies value creation care	Pages 219-256	Hans Hess, Founder, Elevation Burger Bruce Taylor, Founder, Enviro-Stewards Michael Cardone II, Cardone Industries	Quiz
Module 7	Principle	Christian-owned companies stand firm, regardless the cost	Pages 257-292	Bill Yeargin, President, Correct Craft Don Flow, President, Flow Automotive Group Barronelle Stutzman, Owner, Arlene’s Flowers	Quiz
Module 8	Proselytizing	Christian-owned companies introduce people to God	Pages 293-320	Stanley Tam, Founder, US Plastic Corporation David and Andrea White, Founders, PureFlix Norm Miller, Chairman, Interstate Batteries	Quiz

MODULE 1: The Purpose of a Christian-Owned Company

They seek to honor God in all they do

ACTIVITY 1

Read pages 15-48 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from these guest speakers:

- [Dan Cathy](#), CEO of Chick-fil-A (42 minutes)
- [David Green](#), founder of Hobby Lobby (29 minutes)
- Optional for deeper study: Professor [Dallas Willard](#) on the theology of business (7 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 1 quiz

MODULE 2: The Products of a Christian-Owned Company

They make products that make a better world

ACTIVITY 1

Read pages 49-84 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from the following guest speakers:

- [Xian-Yi Wu](#), Co-founder, D.Light Design (16 minutes)
- Finny Kuruvilla, CEO, Eventide Asset Management: [video 1](#) (3 minutes), [video 2](#) (2 minutes)
- [Phil Vischer](#), Co-founder, Big Idea Productions (56 minutes)
- Optional for deeper study: [Buck Jacobs](#), Founder of The C12 Group, on the most important hour of the day (45 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 2 quiz

MODULE 3: The Profits of a Christian-Owned Company

They fund faithful causes

ACTIVITY 1

Read pages 85-132 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from these guest speakers:

- [Anne Beiler](#), Founder, Auntie Anne's Pretzels (15 minutes)
- [Aaron Walters](#), Co-founder, Altar'd State (67 minutes)
- [Alan Barnhart](#), CEO, Barnhart Crane & Rigging (43 minutes)
- Optional for deeper study:
 - John Montgomery, Founder, Bridgeway Capital Management, [video 1](#) (22 minutes), [video 2](#) (31 minutes)
 - Blake Mycoskie, Founder, Toms Shoes, [video 1](#) (26 minutes), [video 2](#) (30 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 3 quiz

MODULE 4: The People of a Christian-Owned Company

They treat their employees like family

ACTIVITY 1

Read pages 133-182 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from the following guest speakers:

- [Cheryl Broetje](#), Co-founder, Broetje Orchards (15 minutes)
- [Mary Kay Ash](#), Founder, Mary Kay Cosmetics (11 minutes)
- Optional for deeper study: [Bob Walker](#), President, Walker Manufacturing (6 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 4 quiz.

MODULE 5: The Poverty Plan of a Christian-Owned Company

They create jobs for people who would not have one

ACTIVITY 1

Read pages 183-218 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from these guest speakers:

- [Brian Preston](#), Founder, Lamon Luther (18 minutes)
- [Don Larson](#), Founder, Sunshine Nut Company (16 minutes)
- Optional for deeper study: [Chris Haughey](#), Co-founder, Tegu Toys (38 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 5 quiz

MODULE 6: The Planet Protection of a Christian-Owned Company

They value creation care

ACTIVITY 1

Read pages 219-256 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from the following guest speakers:

- [Hans Hess](#), Elevation Burger (5 minutes)
- [Bruce Taylor](#), Enviro-Stewards (14 minutes)
- Optional for deeper study: [Michael Cardone Jr.](#), Chairman, Cardone Industries (5 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 6 quiz

MODULE 7: The Principle of a Christian-Owned Company

They stand firm, regardless the cost

ACTIVITY 1

Read pages 257-292 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from these guest speakers:

- [Bill Yeargin](#), President, Correct Craft (7 minutes)
- [Don Flow](#), President, Flow Automotive Group (7 minutes)
- [Barronelle Stutzman](#), Owner, Arlene's Flowers (6 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 7 quiz

MODULE 8: The Proselytizing of a Christian-Owned Company

They introduce people to God

ACTIVITY 1

Read pages 293-320 in your text, taking notes for your quiz.

ACTIVITY 2

Watch and take notes on these presentations from the following guest speakers:

- [Stanley Tam](#), Founder, U.S. Plastic Corporation (11 minutes)
- [David and Andrea White](#), Founders, PureFlix Entertainment (7 minutes)
- Optional for deeper study:
 - [Norm Miller](#), Chairman, Interstate Batteries (12 minutes)
 - Extended version of the [Stanley Tam](#) story: (61 minutes)

ACTIVITY 3

Reflect in your course journal the key takeaways for you from this week's reading and videos. What do you think of the ideas shared in this Module, and what insights and practical guidance would you like to retain? For deeper reflection, discuss this first with a classmate, friend or family member.

ACTIVITY 4

Complete the Module 8 quiz