



CHRISTIAN-OWNED COMPANIES

Professor Michael Zigarelli

COURSE OVERVIEW

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 executives across several industries. By the end of the course, students will have gained a practical understanding for how believers operate a business.

Text: *Christian-Owned Companies: What does it look like when a follower of Jesus runs a business?*

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	Topic	Lesson	Reading	“Guest Speakers” (video presentations)	
Week 1	Introduction to the Course	What does it look like when a follower of Jesus runs a business?	--	Bill Yeargin, President, Correct Craft	
Week 2	Purpose	Christian-owned companies seek to honor God in all they do	Video intro + read pages 15-48	Dan Cathy, CEO, Chick-fil-A David Green, Founder, Hobby Lobby	Quiz
Week 3-4	Products	Christian-owned companies make products that make a better world	Video intro + read 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
Week 5-6	Profits	Christian-owned companies fund faithful causes	Video intro + read 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 Blake Mycoskie, TOMS Shoes	Quiz
Week 7-8	People	Christian-owned companies treat their employees like family	Video intro + read pages 133-182	Cheryl Broetje, Co-founder, Broetje Orchards Mary Kay Ash, Founder, Mary Kay Cosmetics Bob Walker, President, Walker Manufacturing	Quiz
Week 9	Poverty Plan	Christian-owned companies create jobs for people who would not have one	Video intro + read pages 183-218	Brian Preston, Founder, Lamon Luther Don Larson, Founder, Sunshine Nut Company Chris Haughey, Co-founder, Tegu Toys	Quiz
Week 10	Planet Protection	Christian-owned companies value creation care	Video intro + read pages 219-256	Hans Hess, Founder, Elevation Burger Bruce Taylor, Founder, Enviro-Stewards Michael Cardone II, Cardone Industries	Quiz
Week 11-12	Principle	Christian-owned companies stand firm, regardless the cost	Video intro + read pages 257-292	Don Flow, President, Flow Automotive Group Barronelle Stutzman, Owner, Arlene’s Flowers	Quiz
Week 13	Proselytizing	Christian-owned companies introduce people to God	Video intro + read pages 293-320	Stanley Tam, Founder, US Plastic Corporation David and Andrea White, Founders, PureFlix Norm Miller, Chairman, Interstate Batteries	Quiz
Week 14	Final Project Presentations	More best practices of believers in business	--		

WEEKLY ASSIGNMENTS

WEEK 1: What does it look like when a follower of Jesus runs a business?

**** This first class session will be synchronous, meaning that we'll all be online at the same time having class through a Zoom meeting. Details to be announced.**

ACTIVITY 1

In class, you will be given time to read the [Brian's Boats](#) case and to reflect on it. We will then try to solve the case as a class.

ACTIVITY 2

Your instructor will offer an overview of the course and provide an opportunity for Q&A.

WEEK 2: The **Purpose** of a Christian-Owned Company

They seek to honor God in all they do

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 15-48 in your text.

ACTIVITY 2

Study the presentations of these guest speakers:

- [Dan Cathy](#), CEO of Chick-fil-A (42 minutes)
- [David Green](#), founder of Hobby Lobby (29 minutes)

ACTIVITY 3

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 3-4: The **Products** of a Christian-Owned Company

They make products that make a better world

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 49-84 in your text.

ACTIVITY 2

Study the presentations of these 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 (45 minutes)

ACTIVITY 3

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 5-6: The **Profits** of a Christian-Owned Company

They fund faithful causes

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 85-132 in your text.

ACTIVITY 2

Study the presentations of 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

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 7-8: The **People** of a Christian-Owned Company

They treat their employees like family

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 133-182 in your text.

ACTIVITY 2

Study the presentations of these 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

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 9: The **Poverty Plan** of a Christian-Owned Company

They create jobs for people who would not have one

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 183-218 in your text.

ACTIVITY 2

Study the presentations of 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

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 10: The **Planet Protection** of a Christian-Owned Company

They value creation care

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 219-256 in your text.

ACTIVITY 2

Study the presentations of these 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

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 11-12: The **Principle** of a Christian-Owned Company

They stand firm, regardless the cost

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 257-292 in your text.

ACTIVITY 2

Study the presentations of these guest speakers:

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

ACTIVITY 3

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 13: The **Proselytizing** of a Christian-Owned Company

They introduce people to God

ACTIVITY 1

Watch this [video introduction](#) to the topic and then read pages 293-320 in your text.

ACTIVITY 2

Study the presentations of these 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

Post to the weekly discussion board in 100-200 words your key takeaways from this week's reading and videos. What do you want to retain from this material? For deeper reflection, discuss this first with a classmate, friend or family member, and after you post, review the ideas posted by your peers.

ACTIVITY 4

Complete the quiz

WEEK 14: Final Project Presentations

**** This final class session will be synchronous, meaning that we'll all be online at the same time having class through a Zoom meeting. Details to be announced.**

ACTIVITY 1

Please come prepared to offer a 2 to 3 minute summary of your "Faith at Work" interview—*definitely no more than three minutes*. The better the stories and practical suggestions, the more interesting and educational it will be for everyone.

You will be graded on *the completeness of your interview* (i.e., did you get answers to each of the questions required in this assignment—50 percent of the grade) and *the clarity of your presentation* (i.e., did you cover those answers articulately in the time allotted—50 percent of the grade).

