Institute for Christian Teaching
Education Department of Seventh-day Adventists

THE CHRISTIAN ENTREPRENEUR: OPPORTUNITIES AND RISKS

by
Josephine Ganu
Valley View University
Accra, Ghana

612-06 Institute for Christian Teaching
12501 Old Columbia Pike
Silver Spring, MD 20904 USA

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Introduction:

There is an economic revolution going on in the global arena that is more profound than the industrial revolution. Many countries are moving from being nations of managers to becoming nations of owners. For instance, one in ten adults in the United States of America (USA) today is an entrepreneur. This phenomenon is by no means restricted to America. The leading country for entrepreneurship is Brazil where one in eight adults is an entrepreneur. In Australia, one in twelve is an entrepreneur. In contrast, however, in Germany one in 25 in an entrepreneur, in the United Kingdom; one in 33, in Finland and Sweden one in 50 and in Ireland and Japan, less than one in 100 (Global Entrepreneur-ship Monitor, 2000). Clearly, it is true that there is something very appealing about the idea of becoming self-employed. For many, it is the desire to be in control of their own destiny.

This entrepreneurial revolution/renaissance is ear-marked by an increase in the number of business establishments, in the number of employees of small businesses, in government interest and programs, and a rising trend in the number of entrepreneurship-related courses at Colleges and Universities, to mention but a few. Consequently, in recent times, entrepreneurship has been recognized and deemed the icon of economic force for the twenty-first century. These have created opportunities for business-oriented entities with corresponding risks.

Entrepreneurship has been defined in various ways. However, in almost all of the definitions, the elements of (1) initiative, (2) opportunity seeking and recognition and (3) the acceptance of risk or failure is implied (Hisrich and Peters, 2002; Kuratko & Hodgetts, 2001). Furthermore, the Global Entrepreneurship Monitor (1999) defines entrepreneurship as "any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals, or an established business." Thus, entrepreneurship is about taking responsibility to make things happen while managing the risks associated with change and uncertainty. It is therefore a dynamic process of creating incremental wealth. This wealth is created by individuals who assume major risks in terms of equity, time, and/or career to provide value for some product or service. Baron and Shane (2005) describe an entrepreneur as an innovator or developer who recognizes and seizes opportunities to develop or improve products or services, and then follows through to bring these products or services to the market.

One of the essential acts of entrepreneurship is new entry. New entry refers to (1) offering a new product to an established or new market, (2) offering an established product to a new market, or (3) creating a new organization (regardless of whether the product or the market is new to competitors or customers (Dess and Lumpkin, 2003). This "newness" is like a double-edged sword. On the one hand, newness represents something rare, which can help differentiate a firm from its competitors. On the other hand, newness creates a number of challenges (risks) for entrepreneurs. When a firm engages in a new entry, it is hoped that this new entry will provide the firm with a sustainable competitive advantage. A rather chilling fact is that eight out of ten start-ups cease trading within six years (Jeung, 2005).

The reasons for entrepreneurs starting up new ventures are numerous. Common components of new-venture motivation include: the need for approval, the need for independence, the need for personal development, welfare (philanthropic) considerations, perception of wealth, tax reduction and indirect benefits, etc. Many researchers agree that many reasons exist for starting a venture, the entrepreneurial motivations of individuals usually relate to the personal characteristics of the entrepreneur, the environment, and the venture itself.

The environment poses both opportunities and threats for both existing and new ventures. The 21st century business environment is one in which keen competition breeds aggressiveness and scandals, no wonder Jesus asked "is it easier for a rich man to pass through the eye of a needle than to enter the kingdom of heaven" (Matt 19:24)? The headlines are filled with stories of insider trading, bribery, faulty accounting and blatant fraud. Although large companies make the news, it has been argued that small business owners have an even tougher time with ethical problems, because of the simple seduction of easy money. Entrepreneurs in general are faced with ethical issues everyday when they make management decisions that affect the integrity of their company and its reputation.

The strong morals of many religious people theoretically might deter them from entering the business world – especially since it has recently been plagued with scandals. On the other hand, many Christian entrepreneurs do not see any conflict of interest between morality and business; they view their vocation as a special call from God. Robert A. Sirico (1993), President of the Acton Institute for the Study of Religion and Liberty, writes, "Everyone has talents, and God wants us to cultivate them and treat them as gifts". And whether one's gift is for charity work or business, Sirico opines, "its possessor should not be condemned because of his or her trade". Some organizations actually invoke a Biblical basis for a positive connection between religion and entrepreneurship. The Web site of one Christian business school (see http:// www. josephcenter.com) bears the Bible quote, "t*hus saith the Lord ... I am the Lord thy God which teacheth thee to profit, which leadeth thee by the way that thou shouldeth go* (Isaiah 48:17)."

According to Greg Lindsay, "there is a distinct tendency on the part of some religious thinkers to regard business practitioners as ... guilty of questionable practices until proven innocent, or as engaged in an activity which ... has little real merit" (Gregg & Preece, 1999, p. vii). Gregg and Preece further suggest that, "business is good, but it is not God." They also attribute the anti-business stance of the clergy to a reliance on Biblical scriptures that are not applicable to our complex economic times, as well as to a lack of economic education (1999, pp.15).

The relationship between religion and economics are both complex and controversial. On the first page of his Principles of Economics, Alfred Marshall (1930) wrote: "[M]an's character has been moulded by his every-day work, and the material resources which he thereby procures, more than by any other influence unless it be that of his religious ideals: and the two great forming agencies of the world's history have been the religious and the economic."

Purpose of the paper:

The question is: How can the Christian entrepreneur love God with all his/her mind in this era of hyper competitive global economy, materialism and naturalism?

Consequently, the aim of this paper is fourfold. Firstly, it is an endeavor to examine the entrepreneurial opportunities and risks that confront an entrepreneur in general. Secondly, to discuss the inherent dangers/ risks in the world of entrepreneurs. Thirdly, to discuss how the Christian entrepreneur may capitalize on their unique opportunities to serve God, and fourthly, the implications to the Christian business educator. Simply put, this paper addresses the following questions:

1. What opportunities and risks confront the entrepreneur?
2. What inherent dangers/ risks confront the Christian entrepreneur?
3. How can the Christian entrepreneur get the most out of entrepreneurial opportunities while practicing his/her faith?
4. What useful lessons can business educators draw from entrepreneurial opportunities and risks?

By finding answers to the above questions, the Christian business educator will be guided in instruction in entrepreneurship.

Entrepreneurial Opportunities

The first objective of the paper is to consider the opportunities and risks confronting an entrepreneur. The starting point for any new venture—whether it is launched by an established firm or a young start-up is the presence of an entrepreneurial opportunity.

Entrepreneurial opportunities are conditions in which new products or services can satisfy a need in the market. It is a situation in which changes in technology, economic, political, social and demographic conditions generate the potential to create something new (Ardichivili et al, 2003). This can be exploited through the creation of a new product or service, the opening of a new market, the development of a new way of organizing, the use of a new material, or the introduction of a new production process.

According to Dess and Lumpkin (2003), for all types of firms, there is a major, overarching factor that is behind all viable opportunities that emerge on the business landscape—change. Change creates opportunities which are derived from changes in the environment (Baron and

Shane, 2005). This generates the potential to create something new (new markets, new products or services, new production processes, new raw materials, new ways of organizing existing technologies, etc.). Thus, the opportunities themselves are generated by economic, political, technological, and social factors – factors that are in a constant state of flux. Josef Schumpeter (as cited in Baron and Shane, 2005), concurs that valuable entrepreneurial opportunities come from an external change that either makes it possible to do things that had not been done before or makes it possible to do something in a more valuable way. For instance, the invention of the laser made it possible to develop a new product – the supermarket scanner, which electronically scans the bar codes on food. In the absence of the external change (the invention of the laser), the opportunity would not have existed. Research has shown that the founders of half of the incorporated five hundred (500) companies in the United States of America (USA) started in response to a specific change in technology, regulation, fashion, or other source of opportunity (Shepherd & DeTienne, 2001; Bhide 2000).

Sources of opportunities

Researchers who have followed in the line of thought of Josef Schumpeter have identified three major sources of opportunity including technological change, political and regulatory change, and social and demographic change and economic factors. These factors are always in a constant state of change. What is new is the act of noticing a pattern in these changes so that the idea for something new emerges in the mind of the entrepreneur.

1. Technological change. Recent decades have witnesses a worldwide diffusion of new information and communication technologies. Technological change is a very important source of valuable entrepreneurial opportunities that make it possible for people to start new businesses. This is because they make it possible for people to do things in new and productive ways. For example, although people communicated with each other before the invention of e-mail by using faxes, letters, the telephone, and face-to-face meetings; when the internet was invented, several entrepreneurs discovered that people could use electronic mails to communicate. The invention of a new technology (internet) created an opportunity to develop a more productive form of communication and business. The possibility of improvement that technology brings makes technological change the greatest source of entrepreneurial opportunity.
2. Political and regulatory change. Governments affect entrepreneurs through regulations, programs and policies designed to foster business creation and growth. These changes make it possible to develop business ideas to use resources in new ways that are either more productive or that redistribute wealth from one person to another. Thus, many of the

regulations passed by federal and state governments are sources of opportunities for alert entrepreneurs. Using Ghana as a case, the government regulation to certify private universities in Ghana has led to an increase in the formation of private tertiary institutions. More so, the Ghanaian government recognizes that entrepreneurship growth is a leading stimulus for economic growth. Ghana now offers potential business and investment partners a legal and regulatory framework that both encourages and protects their activities. Further more, recent amendments to Ghana's 1985 investment code and ongoing privatization initiatives have opened up a wide range of new business opportunities.

3. Social and demographic change. These are also an important source of entrepreneurial opportunities. Changes in people's preferences make it possible for alert entrepreneurs to provide products and services that people demand. In addition to social trends, demographic changes are also an important source of entrepreneurial opportunities. The demographics of the general population change all the time. When majority of the populace are elderly, it generates opportunities for entrepreneurs to make products for the elderly, such as assisted living facilities.

   Household appliances like microwave, washing machine, refrigerator, etc are all as a result of dual career generation and the demographic shift of women entering the workforce in large numbers.

4. Economic change. Trends in income levels, inflation, economic growth, unemployment, balance of payments, transportation, regional and international alliances among others are strategic source of opportunities. For instance, the government of Ghana has initiated a comprehensive program to lay a firm foundation for private sector development. To promote enhanced business growth, Ghana's Economic Recovery Program (ERP) has included the following provisions: monetary and banking reforms to improve access to capital, investments in infrastructure, privatization of state-owned enterprises, reduction of corporate tax rate from 45 percent to 35%, joint-venture opportunities, incentives for export-oriented business, and because Ghana is a member of the ECOWAS, entrepreneurs in Ghana have access to a 16-nation market of 250 million people.

Since the environment is characterized by change, uncertainty, and complexity, entrepreneurs must continually monitor events and trends and take advantage of viable opportunities.

Entrepreneurial Opportunity Identification:

According to Schumpeter (Dess and Lumpkin, 2003), the key ingredient of entrepreneurship lies in the individual's innovativeness, which is also referred to as creativity or discovery. In addition, intuition is widely recognized as another important entrepreneurial quality. It refers to the ability of an individual to recognize an opportunity and make the appropriate decision on time. Iacocca (1984) defines this as a feel for the problem and an ability to make a decision when others are still looking for facts.

Most business opportunities do not suddenly appear, but rather result from an entrepreneur's alertness to possibilities or in some cases the, the establishment of mechanisms that identify potential opportunities. Opportunity discovery may also occur as the result of a deliberate search for new venture opportunities or creative solutions to business problems. New venture ideas often emerge only after a concerted effort to identify good opportunities or realistic solutions. For new business start-ups, opportunities may come from current or past work experiences, hobbies, suggestions by family/friends and etc. For established firms, new business opportunities could come from the needs of existing customers, suggestions by suppliers, or technological developments that lead to new advances.

Entrepreneurs must be able to identify opportunities not perceived by others, take actions to exploit the opportunities and establish a competitive advantage. It is important to indicate that opportunity recognition mostly occurs in the early stages, prior to venture launch. Yet it may also occur in greater and lesser degrees throughout the life of the enterprise and that of the entrepreneur.

Opportunity formation:

Opportunity formation, which occurs after an opportunity has been identified, involves evaluating an opportunity to determine whether it is viable and strong enough to be developed into a full-fledged new venture. Timmons (1997) proposed four qualities of viable opportunities:

1. <u>Attractiveness</u>. The opportunity must be attractive in the market place; that is, there must be market demand for the product or service.
2. <u>Achievable</u>. The opportunity must be practical and physically possible. For instance, round-trip to the moon might sell really well, but they remain very unrealistic.

3. Durable. The opportunity must be attractive long enough for the development and deployment to be successful; that is, the window of opportunity must be open long enough for it to be meaningful.
4. Value creating. The opportunity must be potentially profitable; thus, the benefits must surpass the cost of development by a significant margin.

If a new business concept meets these criteria, further analysis is needed to determine if a venture based on the opportunity is feasible. Two factors are important—the readiness and skills of the entrepreneurial founder and the availability and access to resources needed for the launch must be considered.

The Entrepreneur's Confrontation with Risks:

Although the pursuit of entrepreneurial opportunity promises outsized rewards, freedom and ownership, it also entails a dark side—risks. Risk refers to the probability, and magnitude, of downside loss which could result in bankruptcy (Hisrich, Peters & Shepherd, 2005). According to Scarborough and Zimmerer (1993), an estimated 63% of new ventures die within the first six years, and many do no even make it through the first year. Calvin affirms that 60% of all new businesses fail within their first two years and 70% fail within the first five years of their existence. Of those that continue, many remain in holding patterns, moving sideways, trapping their founder's investment and careers (2004).

Furthermore, risk taking refers to an entrepreneur's willingness to seize a venture opportunity even though he/she does not know whether the venture will be successful. Thus, risk taking is to act boldly without knowing the consequences. As suggested by Mill (1984), risk-bearing is the key factor in distinguishing an entrepreneur from a manager. In this regard, it is interesting to note the following statement issued by a Chairman of the Ford Motor Company on risk-taking in entrepreneurship:

> We are allowing our managers to act more like entrepreneurs, like the owners of their own business—to let them know there are rewards for sensible risk-taking. When I say "risk-taking," ... I am talking about a seasoned judgment that allows decisions to be made in a timely way—judgment that doesn't require every issue to be studied to the point of exhaustion (Gordon 1985).

Risk is also derived from the entrepreneurs' uncertainties over market demand, technological development, and the actions of competitors, among others. The various types of risks confront an entrepreneur may be classified as:

1. **Financial risks.** In most new ventures, the individual puts a significant portion of his/her savings or other resources at stake. This money will be lost if the venture fails. The entrepreneur also may be required to sign on company obligations that far exceed his/her personal net worth. He/she is thus exposed to personal bankruptcy. Another major economic pull factor is the expected entrepreneurial income verses expected wage income. Obviously, the better the prospects of entrepreneurial income as compared to the wage income of an employee, the more people will be attracted to becoming self-employed. This involves an assessment of the risks involved. This pertains foremost to the risk of failure (dismissal), but also concerns the expected stability of income over time.
2. **Career risks**. A factor diminishing the desire to be self-employed is the threat of unemployment, particularly when unemployment benefits are low relative to wages. A question raised by potential entrepreneurs is whether they would be able to find a job or go back to their jobs in case their venture fails. This is a major concern to managers who have a secure organizational job with a high salary and a good benefit package.
3. **Family and social risk**. Starting a new business consumes a lot of energy and time. Consequently, an entrepreneur's other commitments may suffer. Entrepreneurs who are married, and especially those with children, expose their families to the risks of incomplete family experience and possibility of permanent emotional scars. In addition, old friends may vanish slowly because of missed get-togethers. Thus, the entrepreneur may risk the relationship of spouses, children, and even good friends.
4. **Psychic risk**. The greatest risk may be to the well-being of the entrepreneur. Money can be replaced, a new house can be built; spouse, children, and friends can usually adapt. But some entrepreneurs who have suffered financial catastrophes have been unable to bounce back, at least not immediately. The psychological impact has proven to be too severe for them (Kuratko& Hodggets, 2001).
5. **Entrepreneurial stress.** In general, stress can be viewed as a function of discrepancies between a person's expectations and ability to meet demands, as well as discrepancies between the individual's expectations and personality. If a person is unable to fulfill role demands, then stress occurs. When an entrepreneur's work demands and expectations exceed their abilities to perform as venture initiators, they are likely to experience stress. Boyd and Gumpert posit that loneliness, immersion in business, people's problems, and the need to achieve are the significant causes of entrepreneurial stress (Kuratko& Hodggets, 2001). It is important to indicate that not all stress is bad. If stress becomes overbearing and unrelenting in a person's life, it wears down the body's physical abilities. However, if stress can be kept within constructive limit, then it could increase a person's efficiency and improve performance.

In addition, the risk of new products or services, narrow markets, and scarce resources, the emergence of new technologies, shifting social and demographic trends, and sudden changes in the business environment may threaten a firm's competitive position.

Further more, it is important to note that successful entrepreneurs are not gamblers. When they decide to participate in a venture, they do so in a very calculated, carefully thought-out manner.

They do everything possible to get the odds in their favor, and they often avoid taking unnecessary risks. These strategies include getting others to share inherent financial and business risks with them (e.g. partnerships, investors, suppliers, etc). There is a significant Biblical foundation for taking risks. The Christian is drawn to a life of adventure in service, but recognizes that the price of the adventure will be occasional failure and setbacks (Gen 12: 1-12; Acts 21:12-14).

The Christian Entrepreneur and Risks

In the introductory section of this paper, the writer brought to bear the distinct tendency on the part of some religious thinkers to regard business practitioners as guilty of questionable practices until proven innocent. Contrarily, the Bible approves the idea of entrepreneurship (Is. 48:17). However, where opportunity abounds, so does risk. The world often characterizes entrepreneurs as materialists. Without conscious determination, the Christian entrepreneur may fall into the default secular roadmap of pursuing success, material things, the good life, entertainment, comfort, security, status, and power.

It is important to note that these things are not inherently evil; nonetheless, undue affection devoted to their acquisition can destroy spirituality. The tendency to be rich and acquire "more" can ruin spirituality. The "good life," like thorns, can choke the Word of God in us (Luke 8:14; 1 Tim 6:5-12; Luke 16:13).

In addition, the Christian entrepreneur must guard against the danger of rationalism, which undermines religious faith. Another potential pitfall of a successful entrepreneur is to perceive him/her self as self-reliant/ self-sufficient. Luke 12:16-20 narrates the parable of the rich man who thought that all that is valuable in life is to eat, and drink, and be cheerful. Ownership of goods deceived him into thinking that he owned time also.

More so, great popularity, power, reputation and honor may lead to compromise of truth and character. (Prov 22:1). Secular recognition can make the Christian entrepreneur arrogant. Being "one of the guys" may be sinful if it is the popular thing to do (Ex 23:2)

Jesus Christ warned a great deal more about materialism than He did on any other sin (Luke 12:15-21). Christ warned those who are rich to always be on their guard. There is a great temptation to trust in the security that a surplus can provide. Hence, the Christian entrepreneur must guard their hearts and mind with the principles from God's word. In actual fact, in the parable about salvation in Matthew 13:18-23, 'the deceitfulness of riches' is given as a cause of unfruitfulness (verse 22).

Opportunities and the Christian Entrepreneur

In as much as Christian entrepreneurs may capitalize on environmental opportunities, the Christian entrepreneur is also called to capitalize on their unique opportunities to serve God and openly affirm his/her allegiance to Christ in the course of their business practices. In an attempt to find ways to integrating faith in their business endeavors, the Christian entrepreneur may exploit the following opportunities:

1. Opportunity to be different

Increasingly, entrepreneurs are starting business because they see an opportunity to make a difference in a cause that is important to them. This has been rightly stated by two University of St. Thomas professors, "entrepreneurial leaders have a unique opportunity to … build their own morals and values into their businesses, which may not be as true with publicly traded corporations" (Cornwall & Naughton, n.d., p. 6). Our society drives us to focus our attention on money. Jesus never equated success with money. In fact, he cautioned us against the dangers that money created. (1Tim 6:17, Deut 8:11-20). The entrepreneur is called to be different, not governed by public opinion, but by the law of God (Ex. 23:2; Matt 5:16). Thus, Christian entrepreneurs have special responsibility for their profession—for its worldview and moral practices. In both recorded stories of His raising people from the dead (the little girl and Lazarus), Jesus actively resisted using the word "dead." Rather, He chose to be different by using the word "sleeping" (Matt 9:24-25; Jh 11:11-14).

2. Opportunity to Serve

The principle of service is what separate true Christian entrepreneurs from glory-seekers. Some entrepreneurs start a new venture not only because they want the money but because they can serve their fellow man, conserve nature and make a contribution to the redistribution of wealth. When a Christian accepts the entrepreneurial vocation, they begin to focus on the needs of others. They must give the public what it needs and wants. As Christian businessman J.C. Huizenga stated in an interview, "Christians are called upon not just to be moral, but to respond in a way that puts others first" (Acton Institute for the Study of Religion and Liberty, 2002, 9). Thus, the Christian entrepreneur is called to a life of service—customer service requires dedication in all of the little things, as well as a constantly evolving desire for innovation, quality and cost effective products and services (Eph 6:7).

More so, in entrepreneurship, the emphasis on social entrepreneurship is gaining recognition. Social entrepreneurs are defined as "the change agents for society, seizing opportunities others miss, and improving systems, inventing new approaches, and creating sustainable solutions to change society for the better." A Christian entrepreneur should therefore "identify and apply practical solutions to social problems by combining innovation, resourcefulness, and opportunities." This implies the principle of redistribution of wealth and giving (Deut 10:18).

3. Opportunity to create/redistribute wealth

The entire 25th chapter of Matthew's gospel is dedicated to teaching the management and distribution of a surplus. Although money may not be the primary force driving most entrepreneurs, creating wealth is an important motivating factor. For the Christian entrepreneur, wealth is a means, not an end (Deuteronomy 8:18). It is also an opportunity for the entrepreneur to support church missions in the great work of salvation and service. Hence, money is a tool that can not only create financial freedom for the entrepreneur, but create a way for him/her to reach out and help others in many ways. Money is the resource that builds and sustains orphanages, charges, missionary trips, charities, hospitals, and etc. Thus, by having the opportunity to create wealth, entrepreneurs are able to fund worthwhile projects, build institutions that help mankind, and service needs throughout our communities and the world.

God explicitly requires good stewardship (Rom 14:12; 1Pet 4:5). Also, in this materialistic society, one of the most significant truths a person must come to realize is that God is the true Owner of our wealth. Hence, the Christian entrepreneur is merely a trustee of his/her wealth. Matthew 25:14-30 teaches that God will someday ask us to give account of how well we used what he entrusted to us. More so, it is important to note that managing the accumulated wealth is a responsibility. Hence, managing what you have is more important than getting more (Luke 16:10); and "those who love money will never have enough" (Ecc 5:10-11).

4. Opportunity to develop Christian virtues:

Much of the early work on business entrepreneurship focused on basic personality traits such as achievement, motivation, tolerance for ambiguity, optimism, self discipline, creativity, hard work, motivation, confidence, risk-taking, commitment, and so forth. Interestingly, these virtues are considered necessary for victorious Christian living (Gal 5:22; Eph 5:9; Prov 13:19).

5. Opportunity to witness

In as much as the environment offers opportunities for an entrepreneur, God also offers special opportunities to the Christian entrepreneur to honor Him. Thus, entrepreneurship offers the Christian an opportunity to carry the gospel to other people in the workplace. This implies integrating work and faith—to reach other people (customers, employees, suppliers, etc) with the gospel. Jesus invites entrepreneurs to intimate friendship with him—into full participation in his purposes. (Jn. 15:12-17).

6. Opportunity to Role modeling

For good or for bad, successful entrepreneurs are role models in society (matt 5:14). Such entrepreneurs are viewed frequently as catalysts by potential entrepreneurs. As one entrepreneur plainly stated, "after evaluating Ted and his success as an entrepreneur, I knew I was much smarter and could do a better job. So I stated my own business." (qted from Hisrich, Peters, and Shepherd, 2005:68). Role modeling offers the Christian entrepreneur the unique opportunity to model Christian principles and practices in terms of personal lifestyle and business practices (Jh 13:15: James 5:10).

Implications to the Adventist Educator

By uncovering opportunities and risks confronting entrepreneurs in general and Christian entrepreneurs in particular, the Christian educator is to prepare students of Christian character to be entrepreneurial leaders of influence and social transformation both in business and in service.

The goal of the Adventist business educator therefore, is to develop a new understanding of business excellence and entrepreneurship with a Christian Biblical perspective, highlighting the potential risks confronting the successful Christian entrepreneur.

In an effort to achieve this goal, the instructor may need to heed the following counsel:

1. Consciously and deliberately integrate faith, values and learning in the major areas/issues in entrepreneurship. Examples include wealth creation, cash management, social responsibility, sources of entrepreneurial opportunity, business planning, and the drawbacks of venture creation. The student should be taught that in as much as money is an important part of every adult's life, it can be a very good tool, or a destructive tool. God is the source of wealth. Jesus was not against wealth, but a dependence on wealth. Jesus continually taught that a dependence on anything other than God was evil. It is very difficult to maintain a kingdom focus if we are focused on building wealth.
2. When entrepreneurs primarily focus on wealth and independence, they fall into 'money is my security trap'. Building a wall of financial security around us can be a sign that money is being viewed as our security rather than God.
3. The teacher may introduce each class lesson by inferring/reading a Bible verse which communicates to students a sincere commitment and love of Christ, inspiring students to model Him.
4. Possibly, instructors must use Christian authors who share similar worldviews as theirs.
5. In exploring more ways to integrate faith in teaching entrepreneurship, the instructor may divide the class into small groups and assign topics for discussion that can create opportunity to address certain entrepreneurial issues from the Biblical perspective. For example, there should be a very distinctive difference between the Christian entrepreneur and the non-Christian entrepreneur. The Christian entrepreneur should be a person who has yielded his entrepreneurial life and seeks God for direction on new projects and how to accomplish them.

6. As part of the requirements for the course, students can organize one-day workshops for women in the surrounding communities and present simple tips on how to succeed in small business.

Conclusion:

At the beginning of every commercial flight, the attendants demonstrate safety procedures. Passengers are told to place the oxygen mask over their own face before helping a child. This seems self-serving. But on reflection, one can see the wisdom of the order. Without oxygen, you can't help someone else.

In the same way, the teacher cannot guide students to a vibrant Christian life if his or her relationship with Christ is not meaningful. As Christian educators, we need to take care of ourselves spiritually and faithfully before we can reach out for our students. 'Teaching is a ministry, Jesus is our Model, transformed lives are our product and heaven is our goal. This is the essence of Christian Education.'

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