



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

**FACULTY OF HUMANITIES
DEPARTMENT OF THEOLOGY**

END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR

LEVEL 600

**MASTER OF ARTS IN CHRISTIAN MINISTRY WITH MANAGEMENT
MACM 608: STRATEGIC PLANNING IN MINISTRY**

May, 2019

70 Marks

Time Allowed: 3 Hours

**ANSWER THREE QUESTIONS ONLY: QUESTION ONE AND TWO OTHER
QUESTIONS FROM QUESTIONS 2-4.**

Clarity of expression of ideas and grammar will be considered in the award of marks,

Examiner: K. Ahenkora

Question ONE (30 Marks)

Answer Question 1

At a recent leadership meeting of a church planted a decade ago, members expressed their opinion on why they don't feel at home and why some people were leaving the church. These included the fact that people were bitter about long-standing unresolved issues between members and leadership that have caused conflict, poor time keeping that is making it difficult for professionals in the church to invite their colleagues, and close-knit old members groups that make newcomers feel unwelcome. There were suggestions that if these challenges are not resolved they will affect the growth of the church, and the church should consider producing a strategic plan:

- a) Define strategic planning in ministry **(2 marks)**
- b) As a church consultant, briefly explain by giving five (5) reasons why this small church could benefit from strategic planning **(10 marks)**
- c) Discuss, giving two (2) reasons, why the challenges outlined are potential strategic issues for the church. **(4 marks)**
- d) If the church engages in formal external ministry analysis, briefly discuss the three main areas of consideration , **(6 marks)**
- e) If the church engages in formal internal ministry analysis, briefly discuss the three main areas of consideration. **(6 marks)**
- f) If conflict is a strategic issue for the church, outline one (1) strategic objective and two strategies that the church can pursue **(2 marks)**

Questions 2-4 (40 Marks)

Instructions: Answer any two questions only

2. Recently a Minister questioned, “If strategic planning gets the ministry to realise its vision and mission, are we not doing the work of the Holy Spirit and building man-made ministries in God’s name?”
 - a) Explain the difference between a mission and a vision statement (**4 marks**)
 - b) Using the vision, mission and core values, explain how the divine role can be considered in the planning process when a ministry develops these statements (**10 Marks**)
 - c) Explain how interdependence on the Holy Spirit in developing and implementing a strategic plan would enable a ministry to achieve the performance goals of a growing church where members demonstrate the fruit of the spirit (**6 Marks**).
3. Church on Fire, has a ministry strategic plan that it is implementing and evaluating:
 - a) Discuss two (2) roles that members play in implementing ministry strategic plans (**6 Marks**)
 - b) Discuss the value of a strategic plan implementation committee (**3 Marks**)
 - c) Discuss the terms annual operational plan and annual budgeting associated with ministry plans (**6 Marks**)
 - d) Explain the role of monitoring and evaluation in the planning process (**5 Marks**)
4. Discuss, using five examples, how you would apply the knowledge gained in strategic planning in ministry in your professional life or ministry. (**20 Marks**).

Examiner: K. Ahenkora