

## DEGREE PROGRAM FOR CAREERS IN CONCRETE

The Concrete Industry Management (CIM) program is a business intensive program providing solid management skills that are applicable in any industry, but has been developed specifically for the concrete industry. A CIM degree is designed to provide graduates with a broad array of initial opportunities within the industry, including sales, operations, technical services and construction management. CIM focuses on supplying the industry with future managers and leaders.

CIM is a joint initiative of a growing number of universities supported by networks of local, state and regional concrete industry producers, suppliers and contractors that pledge their time, talent and treasure to support the development of each universities' CIM program. In addition to the four universities designated as schools with undergraduate CIM programs, an Executive MBA in Concrete Industry Management is now available at Middle Tennessee State University (MTSU). A National Steering Committee (NSC), comprised of industry-leading organizations, helps to provide funding, oversight, and direction for each university and for the overall CIM program.

*"CIM's in-depth technical curriculum, fused with a business emphasis, has truly allowed me to set realistic and obtainable career goals. The daily interaction with industry professionals and tuned-in professors allowed for valuable, real-world industry experience."*

**– Christopher K. Davenport,**  
CIM Graduate

## CIM LEADERSHIP

The CIM National Steering Committee (NSC) is a national-level, broad-based industry coalition, dedicated to a collaborative process in partnership with CIM institutions and local industry patrons groups. The mission of the NSC is to develop, support, promote and sustain a network of higher learning educational institutions with programs that produce graduates with degrees in Concrete Industry Management.

The NSC Board of Directors leadership is comprised of a wide range of companies and organizations, including ready-mix suppliers, admixture suppliers, concrete contractors, engineering firms, research organizations, and trade associations. The following organizations support CIM:



In addition, a grassroots advisory group, the CIM Patrons, was formed at each university to raise funds, promote the program, recruit and mentor students, provide internship and career opportunities, and provide guest lecturers for classes.

Visit [www.concretedegree.com](http://www.concretedegree.com) to learn more about these efforts.

*"Advancing the Concrete Industry By Degrees."*



## CIM CONTACTS

Visit [www.concretedegree.com](http://www.concretedegree.com) to learn more about the CIM program, or contact Nicole Maher, Senior Vice President of Industry Relations and Special Programs, National Ready Mixed Concrete Association, at 240-485-1158 or [nmaher@nrmca.org](mailto:nmaher@nrmca.org).



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*"Advancing the Concrete Industry by Degrees"*

California State University – Chico  
Middle Tennessee State University  
New Jersey Institute of Technology  
Texas State University

[www.concretedegree.com](http://www.concretedegree.com)



## ABOUT THE PROGRAM

Recognizing the need for people with enhanced technical, communication and management skills, the Concrete Industry Management (CIM) program was developed through a collaboration of industry and academia. The individuals graduating from this program have the skill set necessary to meet the growing demands of the progressively changing concrete industry of the 21st century. The program gives students many advantages including entering the concrete workforce with exposure to the industry early in their careers, unlike others coming in with generic business degrees or technical degree programs.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic business management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, sustainability, concrete construction and more. All of these courses provide much more than what is simply in the text. They emphasize problem solving, quality assurance and customer satisfaction, while utilizing practical case studies. An internship program ensures students obtain real-world experience essential to starting a successful career.

*“Advancing The Concrete Industry By Degrees.”*

## CIM INSTITUTIONS

The CIM program was originally founded at Middle Tennessee State University in 1996. Since then, more than 700 people have graduated from the program. The CIM program has expanded to the New Jersey Institute of Technology, California State University – Chico, and Texas State University.

At each of these leading institutions, CIM students gain both theoretical and practical knowledge of the concrete industry, its production techniques and construction applications through typical classroom-style learning, as well as hands-on experience through an array of internship opportunities. Many CIM students have had the opportunity for paid internships for which they get academic credit. Concrete professionals, association leaders and industry consultants work with university administrators, Patron’s Groups and the National Steering Committee to make sure the CIM graduates are fully prepared for a career in the concrete industry.

Since its inception in 1996, the CIM program boasts an impressive 80+ percent retention of graduates working in the industry. This has been made possible due to the concrete industry’s continued strong support of CIM through the involvement and financial support of the NSC. Many of the industry’s associations, foundations, companies, and Patron’s Groups have provided both financial and in-kind support to the CIM program.

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## EXECUTIVE MBA IN CIM

The CIM Executive MBA degree program is designed to expand the industry/academic partnership by bringing CIM to the business world through an Executive-type MBA. It stands alone in its focused curriculum on the concrete production and concrete construction industries. The program — offered through AACSB accredited Jennings A. Jones College of Business at Middle Tennessee State University (MTSU) — is the result of many years of close collaboration between MTSU, the CIM National Steering Committee and companies in the concrete industry.

This customized MBA is a rigorous, highly interactive degree program that thrives on diversity of cultures with mutual benefit to participants and sponsoring companies. Its major themes are globalization, leadership, strategy, and execution. The 18-month-long program is administered in 10-week blocks and includes distance learning, webinars and on-campus visits to MTSU. The program, which began in the fall of 2012, takes participants beyond basics to a true understanding of forces that will shape the concrete and construction industry and will impart the skills necessary for leadership and team building, as well as the motivational skills to create synergy.

## A CONCRETE FUTURE

A career in Concrete Industry Management (CIM) is a future you can build on. Concrete is the foundation that keeps America’s office buildings, roads and bridges, manufacturing facilities, retail stores, and schools operating. The concrete industry uses cutting-edge technology and sustainability to meet the needs of the developers, engineers, architects, city planners, departments of transportation and others who in turn work to meet environmental, community and safety requirements.

When concrete is required, there have to be professionals trained in concrete technology, operations and management. The concrete industry is looking to the CIM program to develop the workforce for these important roles, forming the framework for the future of the concrete industry.

The concrete industry is a **\$200 billion** industry and employs more than **500,000** people.

Concrete is used more innovatively than ever before, creating an urgent need for individuals that possess both focused concrete technology skills and a broad business education to move the industry forward.

### Interested in learning more about the CIM MBA?



Contact Ayaz Ahmed, Associate Professor and Director of the MBA program for the concrete industry at [ayaz.ahmed@mtsu.edu](mailto:ayaz.ahmed@mtsu.edu), (615) 898-5715 or Dr. Heather J. Brown at [heather.brown@mtsu.edu](mailto:heather.brown@mtsu.edu), (615) 904-8060.

