



## **CIM Fact Sheet**

### ***About the Program***

The Concrete Industry Management (CIM) program is a business intensive program, providing solid management skills that can be used in any industry, but has been developed specifically for the concrete industry. The program gives students entering the concrete work force an advantage since they gain valuable industry experience early in their careers, unlike others who have generic business degrees.

The program 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, 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. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities for growth include on-campus socials and other organized events providing industry networking and professional development.

In the fall of 2012, the first class of students in the CIM MBA program at MTSU began. The Executive MBA degree program is the result of many years of close collaboration between MTSU, the CIM National Steering Committee and companies in the concrete industry. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA and stand alone in its focused curriculum on the concrete production and concrete construction industries. For more information, visit <http://www.concrete-mba.com>.

### ***What the CIM Program Offers***

- A solid, well-rounded education within a specific industry, but with the professional tools necessary for any field
- Opportunities in an industry that provides diverse career opportunities in both what you can do and where you can do it
- Career prospects in an industry that is hungry for well-educated and enthusiastic people to be its future leaders

### ***How it Started***

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996. The Concrete Industry Management (CIM) program is the first of its kind in the U.S. – a four-year Bachelor of Science degree in Concrete Industry Management. Originally founded in 1996, the CIM program enrolled its first two students at Middle Tennessee State University (MTSU). The popularity of the program has taken off ever since, with more than 300 students pursuing degrees in CIM. To meet the vast interest of the program and recognizing the need to expand, the current program is offered not only at MTSU but also at California State University, Chico, Texas State University and New Jersey Institute of Technology.

## CIM Fact Sheet (cont'd)

### ***Success to Date***

There has yet to be a graduate of the Concrete Industry Management Program that did not have an exciting career opportunity in the industry waiting for him or her — how many other degree programs can boast that distinction? Graduates of the CIM Program are hired for management positions throughout the concrete industry including production, material supply, contracting and manufacturing. More than 1000 students have graduated from CIM programs with starting salaries competitive with other high-tech industries.

*Some examples of careers upon graduation include the following:*

### **Production Management**

- Ready Mixed Concrete Plants
- Concrete Pipe Plants
- Concrete Block Plants
- Precast / Prestressed Plants
- Quarry Operations

### **Sales and Marketing**

- Concrete & Concrete Products
- Cement & Admixtures
- Equipment
- Contracting Services

### **Product Distribution**

- Inventory Control Manager
- Cement Terminal Manager

### ***The Need for CIM***

In the United States, concrete is a \$200 billion dollar industry with 500,000 people employed in a variety of careers. These individuals build the roads, bridges, dams and public works that keep America's infrastructure strong. Concrete is the foundation that keeps America's office buildings, retail stores and parking structures standing strong. Further, concrete is also used to create some of the safest and most energy-efficient homes.

- Concrete is used more innovatively than ever before, which has created an urgent need for individuals with focused concrete technology skills that also include a broad education (math, science, oral and written communication, management) to move the industry forward.
- Construction is the only goods-producing sector of the U.S. economy that is expected to grow. Where there's construction, there's concrete.
- Concrete is a long-standing staple in the construction industry. Look around at the buildings and structures that surround you every day - what would be left standing if you were to take away the concrete? Did you know that concrete is the second most highly used substance in the world - second only to water.
- Concrete is versatile, durable, and environmentally friendly.
- When concrete is required, there have to be professionals trained in concrete technology and management. The concrete industry is looking to the CIM program to develop the work force that's going to assume the roles of the concrete professionals who will be retiring during the next 10 to 15 years. To avoid losing that knowledge base, companies are hiring and will continue to hire industry-knowledgeable graduates to work side-by-side with their long-standing production, operations, technical support and project managers, sales representatives and others who serve as their mentors to train and develop the future professionals of the concrete industry. Why not choose to become one of those professionals by enrolling in the Concrete Industry Management program?

## CIM Fact Sheet (cont'd)

The concrete industry has invested more than \$3 million in CIM. To meet the growing need for concrete professionals, the CIM program is offered at leading universities around the country including Middle Tennessee State University, the New Jersey Institute of Technology, Texas State University and California State University, Chico. The concrete industry could easily support more than 500 CIM graduates per year. To increase enrollment, the concrete industry has committed to the program and its graduates by offering scholarships each year. The CIM Patrons continue to play a major role in helping support and advance the CIM program by helping provide concrete professionals, association leaders and industry consultants who work with administrators to make sure CIM graduates are fully prepared for a career in the concrete industry.

### **Contact Information**

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#### *Participating Institutions' Information:*

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