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**CIM Program Announces Final Opportunity To Apply For Executive MBA Degree  
In Concrete And Construction Management**

Murfreesboro, Tn. (August 15, 2012) –The Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – announces there is still time to apply for the inaugural year of the unique Master of Business Administration (MBA) degree in Concrete Industry Management. The program – offered through the 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.

The Concrete Industry Management program responded by creating a partnership with the MTSU Jennings A. Jones College of Business to establish an executive style MBA specializing in the concrete industry. The Jennings A. Jones College of Business, with one of the largest faculties in the United States, is accredited by the Southern Association of Colleges and Schools (SACS) and the Association to Advance Collegiate Schools of Business (AACSB) International.

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 program will take participants beyond basics to a true understanding of forces that will shape the concrete and construction industry. Successful graduates should be able to immediately impact their businesses with a unique global, strategic, and operational perspective and be ideally equipped to tackle the most pressing industry issues and help chart a future course of action. Participants will be shown

skills needed for leadership and team building and motivational skills to create synergy and energize their teams with the aim of achieving excellence throughout the organization.

Beginning in October, with an initial recruiting class of 25, the 18-month-long program will be administered in 10-week blocks. The format will include distance learning, webinars and on-campus visits to MTSU. This distinctive program will be a partner structure for networking and sharing experiences, while fostering a collaborative learning environment and allowing national recruitment with limited campus visits that are intensive and focused.

According to Dr. Heather Brown, Director and Associate Professor of the CIM program at MTSU, "The Executive model for specific industries has been developed at other institutions for banking, healthcare, education and technical fields. It is our intention to make this a top-notch program that serves the entire country with a concrete and construction-infused MBA."

Industry professionals participating in the proposed CIM MBA program will have a minimum of five years of experience in the industry. Academically, all participants will have at least an undergraduate degree from an accredited institution of higher education. While participants must have at least a bachelor's degree, that degree does not have to be in business.

The cost of the pilot CIM Executive MBA program is \$39,000 per participant with a minimum of 25 participants. This fee represents the total academic cost of the program per participant. All interested applicants should complete the [online application](#) and submit required documents online by the application deadline. Once all the application material has been submitted, the admissions committee will review candidates based on their aptitude and potential for advancement within the Concrete industry. Admission application deadline is **September 1, 2012** for the term starting in October.

If you are interested in learning more about the CIM MBA, please 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 (678) 372-1493 (cell) or Dr. Heather J. Brown at [heather.brown@mtsu.edu](mailto:heather.brown@mtsu.edu), (615) 904-8060.

### **The CIM Undergraduate Program**

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996. Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States – a four-year

Bachelor of Science degree in Concrete Industry Management. The business-intensive program provides solid management skills developed specifically for the concrete industry. The program gives students many advantages including entering the concrete work force with exposure to the industry early in their careers, unlike others coming in with 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.

CIM currently has programs in-place at five universities including Middle Tennessee State University (MTSU), Arizona State University, the New Jersey Institute of Technology, California State University, Chico, and Texas State University. The program has been successful for both the industry and the graduates. To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.com).

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