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**CONCRETE INDUSTRY MANAGEMENT (CIM) ANNOUNCES NEW COHORT FOR
EXECUTIVE MBA PROGRAM**

Murfreesboro, Tenn. (Sept. 25, 2017) – The Concrete Industry Management (CIM) program announces it is accepting applications for the next cohort beginning Jan. 2018 for the unique Master of Business Administration (MBA) degree in CIM, offered through the Jennings A. Jones College of Business at Middle Tennessee State University (MTSU). In addition, the university is also announcing a new pricing structure with a lower tuition for Executive MBA students.

Beginning Jan. 2018, the 15-month-long program will be administered in 7-week blocks. The format includes distance learning, webinars and two on-campus visits to MTSU. The distinctive partner structure is designed for networking and sharing experiences, while fostering a collaborative learning environment. In addition, the cost for the program has been reduced from \$39,000 to \$25,000 per participant. This fee represents the total academic cost of the program per participant, except for books. Applications for the next cohort are due by Nov. 1.

Professionals participating in the CIM MBA program must have a minimum three years of experience in the concrete industry. Academically, all participants must 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.

This customized, rigorous and highly interactive Executive MBA program thrives on a diversity of cultures with mutual benefit to participants and sponsoring companies. Its major themes are globalization, leadership, strategy, and execution. The curriculum takes participants beyond basics to a true understanding of forces that will shape the concrete and construction industry. Course content has been tailored to reflect on the issues important to managers and executives in the concrete industry. Because of the distance learning aspect of the program, candidates pursuing this degree can continue in their full time employment responsibilities. With small class sizes, the student-to-teacher ratio is ideal maximize this unique learning experience.

“Our CIM Executive MBA graduates have immediately impacted their businesses with a unique global, strategic and operational perspective,” commented MTSU School of Concrete and Construction Director and Professor Dr. Heather J. Brown. “They are equipped to tackle the most pressing industry issues and help chart a future course of action. Our Executive MBA participants are taught the skills needed for leadership, team building and motivational skills to create synergy and energize their teams with the aim of achieving excellence throughout their organizations.”

Previous Executive MBA graduates represent a wide cross section of the concrete and construction industry. “The vision of having professionals from materials, equipment, operations, engineering and sales from various market segments represent the type of MBA student we seek for this customized program,” continued Brown.

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.

To submit an application, visit the website at <http://www.mtsu.edu/graduate/>. For more information about the CIM MBA program, contact Dr. Heather J. Brown at heather.brown@mtsu.edu or (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 workforce 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 four universities including Middle Tennessee State University (MTSU), 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.

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