



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Site Request

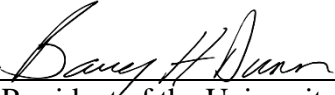
UNIVERSITY:	SDSU
DEGREE(S) AND PROGRAM:	Concrete Industry Management (B.S.)
NEW SITE(S):	Online
INTENDED DATE OF IMPLEMENTATION:	Fall 2023
CIP CODE:	15.1501
UNIVERSITY DEPARTMENT:	Construction & Operations Management
BANNER DEPARTMENT CODE:	SCOM
UNIVERSITY DIVISION:	Jerome J Lohr College of Engineering
BANNER DIVISION CODE:	3E

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2:11](#), which pertains to new site requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



President of the University

4/3/2023

Date

1. What is the need for offering the program at the new physical site or through distance delivery?

South Dakota State University (SDSU) requests authorization to deliver the B.S. in Concrete Industry Management online. The program produces graduates grounded in business management who are knowledgeable of concrete applications and properties of materials, are prepared to manage people, finances, and production systems, and market products and services related to the concrete industry.¹ The Concrete Industry Management program has been developed by and is supported by the National Steering Committee for Concrete Industry Management (CIM) and North Central Region Patron Group. The Concrete Industry Management (CIM) program at SDSU is one of only five such programs in the country and fills a growing need for technical managers in the concrete industry.

¹ <https://www.concretedegree.com/the-cim-program/>

No other college-based program provides graduates with the combination of business, technical, and real-world skills needed in the management roles of today’s concrete industry. The fast pace and high demand of the concrete industry creates a problem for those already employed within the industry with regard to furthering one’s education. If an employee who started in the industry right out of high school or community college wishes to go back and finish their bachelor’s degree in order to be considered for promotion, they can seldom take two to four years off to go back to school to complete their degree in concrete industry management. Instead, students are limited to pursuing general business degrees or leaving the industry to seek career advancement. Offering the Concrete Industry Management program online will present a new opportunity for this student population to gain knowledge and skill specific to the concrete industry in a flexible and convenient manner.

An online version of the CIM program is vital to the continued development of the concrete industry’s workforce. This proposal was presented to the CIM National Steering Committee at the July 2022 meeting and was met with overwhelming approval. SDSU gets first right of refusal for the online degree, but if SDSU cannot move forward, one of the other CIM universities will put an online program into place. The potential of a virtual CIM program is almost limitless, as the national group will begin to market it all over the country at no cost to SDSU.

2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? If “yes,” identify the institutions and programs and explain why authorization is requested.

No. There are currently only five Concrete Industry Management undergraduate programs in the nation: Middle Tennessee State University, New Jersey Institute of Technology, California State University – Chico, South Dakota State University, and Texas State University.

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.

Students are expected to be new to the university. Students are not anticipated to be redirected from other programs. The online program will be targeted toward working professionals in the concrete industry. Students like the flexibility of programs offered online, which allow them to continue to live and work anywhere while they complete their degree.

	Fiscal Years*			
	1st	2nd	3rd	4th
<i>Estimates</i>	FY 24	FY 25	FY 26	FY 27
Students new to the university	5	10	15	15
Students from other university programs	0	0	0	0
–Total students in the program at the site	5	14	27	39
Program credit hours (major courses)**	100	288	540	780
Graduates	0	0	0	1

*Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

4. What is the perceived impact of this request on existing programs in the Regental system?

No impact on existing Regental programs is anticipated.

5. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.

A substantive program modification and two new course requests for the Concrete Industry Management major accompany this new site request as Appendix A. The department identified changes to the curriculum following initial implementation of the major in fall 2021.

The university is in the process of developing the CM, CIM, OM, and MNET coursework for online delivery. Courses will introduce online sections in a phased approach.

The delivery method for most classes will be asynchronous. One of the requirements of the online Concrete Industry Management program will be that students must come to campus for one scheduled week each year to complete the lab portion of the CIM and MNET classes, The labs are, by necessity, face to face and interactive. This will be run as a cohort, likely during the winter break so as not to interfere with on campus classes or the students' outside employment.

	Credit hours	Credit hours currently available online from this university	Credit hours currently available from other universities available online	Credit hours new to this university for online delivery
Concrete Industry Management (B.S.)				
System General Education Requirements	33	33	33	0
<i>Subtotal, Degree Requirements</i>	33	33	33	0
Required Support Courses	31	25	21	6
Major Requirements	56	6	0	50
<i>Subtotal, Requirements of the Proposed Major</i>	87	31	0	56
Free Electives	0	0	0	0
<i>Total, Degree with Proposed Major</i>	120	64	54	56

Requirements for the B.S. in Concrete Industry Management

System General Education Requirements

- Goal #1 Written Communication: ENGL 101 - Composition I (COM) [SGR #1] Credits: 3 and ENGL 201 - Composition II (COM) [SGR #1] Credits: 3 or ENGL 277 - Technical Writing in Engineering [SGR #1] Credits: 3
- Goal #2 Oral Communication: SGR #2 Elective Credits: 3
- Goal #3 Social Sciences/Diversity: ECON 201 - Principles of Microeconomics (COM) [SGR #3] Credits: 3 and SGR #3 Elective Credits: 3
- Goal #4 Arts and Humanities/Diversity: SGR #4 Elective Credits: 6
- Goal #5 Mathematics: MATH 114 - College Algebra (COM) [SGR #5] Credits: 3
- Goal #6 Natural Sciences: CHEM 106 - Chemistry Survey (COM) [SGR #6] Credits: 3, CHEM 106L - Chemistry Survey Lab (COM) [SGR #6] Credits: 1, and PS 243 - Principles of Geology [SGR #6] Credits: 3

Major Requirements

- CIM 101 - Introduction to Concrete Industry Management Credits: 2
- CIM 125 - Plans and Specifications Credits: 1
- CIM 210 - Fundamentals of Concrete: Properties and Testing Credits: 3
- CIM 210L - Fundamentals of Concrete: Properties and Testing Lab Credits: 1
- CIM 216 - Concrete Methods and Materials Credits: 3
- CIM 230 - Concrete Construction Systems Credits: 3
- CIM 310 - Management of Concrete Facilities Credits: 3
- CIM 350 - Concrete Applications and Estimating Credits: 3
- CIM 370 - Concrete Production and Strategy Credits: 3
- CIM 440 - Advanced Concrete Materials Credits: 3
- CIM 440L - Advanced Concrete Materials Lab Credits: 1
- CIM 450 - Concrete Restoration and Repair Credits: 3
- CIM 471 - Capstone Experience Credits: 3
- CIM 494 - Internship (COM) Credits: 1-3 (3 credits required)
- CM 130 - Management Tools and Analysis Credits: 3
- CM 400 - Risk Management and Construction Safety Credits: 3
or GE 425 - Occupational Safety and Health Management Credits: 3
- CM 460 - Sustainable Building Systems Concepts and Analysis Credits: 3
- CM 473 - Construction Law and Contracts Credits: 3
- MNET 367 - Production Strategy Credits: 3
- MNET 367L - Production Strategy Lab Credits: 0
- Any 200- to 400-Level CM, OM, GE course or Advisor Approved Technical Elective Credits: 8

Supporting Coursework

- GE 101 - Introduction to Engineering and Technical Professions Credits: 1
- GE 469 - Project Management Credits: 3
- OM 425 - Production and Operations Management Credits: 3
- OM 463 - Supply Chain Management Credits: 3
- STAT 281 - Introduction to Statistics (COM) [SGR #5] Credits: 3

Select one of the following:

Management Minor

- ACCT 210 - Principles of Accounting I (COM) Credits: 3
- ACCT 211 - Principles of Accounting II (COM) Credits: 3
- BADM/ MGMT 360 - Organization and Management (COM) Credits: 3
- CSC/ MGMT 325 - Management Information Systems (COM) Credits: 3
- FIN 310 - Business Finance (COM) Credits: 3
- HRM 460 - Human Resource Management (COM) Credits: 3

Marketing Minor

- ADV 314 - Digital Promotions Credits: 3
- ADV 370 - Advertising Principles (COM) Credits: 3
- MKTG 370 - Marketing (COM) Credits: 3
- MKTG 474 - Personal Selling (COM) Credits: 3
- MKTG 476 - Marketing Research (COM) Credits: 3

- MGMT 334 - Small Business Management (COM) Credits: 3

Total Required Credits: 120

6. How will the university provide student services comparable to those available for students on the main campus?

An academic advisor will be assigned to those distance students in the major. They will connect with the students using e-mail, phone, Zoom, and other technologies as they communicate. An enrollment and student success coach is housed in Continuing and Distance Education and is available to assist students with the onboarding process through orientation for online learners and connecting to necessary resources online and on campus. Finally, online tutoring support is available through Smarthinking (Pearson Education) and student services such as disability services accommodations will be available to students upon request.

The South Dakota State University Hilton M. Briggs library has long served students engaged in coursework away from campus. This includes students enrolled online. Library support services will be available to students through a variety of means:

- Students can contact librarians for research assistance. The librarian provides online research guides and is available for consultations with faculty and students.
- Distance Library Services include book and article delivery for materials owned by the library. Students may request materials not held by the library through interlibrary loan.
- SDSU students have online access to research databases such as Web of Science, EBSCOhost MegaFILE, and JSTOR.

Students will have access to technical support provided by SDSU's Information Technology Services.

7. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

The Concrete Industry Management programs are accredited by Association of Technology, Management, and Applied Engineering (ATMAE). The program at SDSU will not be eligible for accreditation until at least 2026. SDSU will have that discussion with ATMAE in the interim. The university foresees no reason why the online program could not be accredited at the same time and in the same manner as the traditional program.

8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.

No.

9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.

The National Steering Committee for Concrete Industry Management (CIM) and North Central Region Patron Group provide funding to cover any costs to develop or deliver the Concrete

South Dakota State University

New Site Request: Concrete Industry Management (B.S.) - Online

Industry Management major online. Tuition revenue generated from online tuition will adequately fund the program. Growth that requires additional courses will be met by self-support tuition.

Appendix A

Corresponding Curriculum Requests – Substantive Program Modification & New Course Requests



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM DEGREE:	B.S.
CURRENT PROGRAM MAJOR/MINOR:	Concrete Industry Management
CURRENT SPECIALIZATION	N/A
CIP CODE:	15.1501
UNIVERSITY DEPARTMENT:	Construction & Operations Management
BANNER DEPARTMENT CODE:	SCOM
UNIVERSITY COLLEGE:	Jerome J Lohr College of Engineering
BANNER COLLEGE CODE:	3E

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Dennis D. Hedge

Vice President of Academic Affairs or
President of the University

4/3/2023

Date

1. This modification addresses a change in:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |
| <input type="checkbox"/> Modification requiring Board of Regents approval | |

Must have prior approval from Executive Director or designee

2. Effective date of change: 2023-2024 Academic Year

3. Program Degree Level: Associate Bachelor's Master's Doctoral

4. Category: Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur:

On the effective date for all students

On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name:

6. Is the program being modified associated with a current articulation agreement? Yes No

a. If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain: N/A

7. Primary Aspects of the Modification:

Existing Curriculum				Proposed Curriculum (highlight changes)			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
System General Education Requirements			31	System General Education Requirements			33
System General Education Requirements - Electives			12	System General Education Requirements - Electives			15
				SGR 1	Elective	Written Communication	3
				SGR 1	Elective	Written Communication	3
SGR 2	Elective	Oral Communications	3	SGR 2	Elective	Oral Communications	3
SGR 3	Elective	Social Sciences/Diversity	3	SGR 3	Elective	Social Sciences/Diversity	3
SGR 4	Elective	Art & Humanities/Diversity	3	SGR 4	Elective	Art & Humanities/Diversity	3
SGR 4	Elective	Arts & Humanities/Diversity	3	SGR 4	Elective	Arts & Humanities/Diversity	3
				SGR 6	Elective	Natural Sciences	3
System General Education Requirements – Required			19	System General Education Requirements – Required			18
ENGL	101	Composition I (SGR 1)	3	ENGL	101	Composition I (SGR 1)	3
ENGL	201	Composition II (SGR 1)	3	ENGL	201	Composition II (SGR 1)	3
OR ENGL	277	Technical Writing in Engineering (SGR 1)		OR ENGL	277	Technical Writing in Engineering (SGR 1)	
ECON	201	Principles of Microeconomics (SGR 3)	3	ECON	201	Principles of Microeconomics (SGR 3)	3
				SPAN	101	Introductory Spanish I (SGR 4)	4
				SPAN	102	Introductory Spanish II (SGR 4)	4
MATH	114	College Algebra (SGR 5)	3	MATH	114	College Algebra (SGR 5)	3
CHEM	106	Survey of Chemistry (SGR 6)	3	CHEM	106	Survey of Chemistry (SGR 6)	3
CHEM	106L	Survey of Chemistry Lab (SGR 6)	1	CHEM	106L	Survey of Chemistry Lab (SGR 6)	1
PS	243	Principles of Geology (SGR 6)	3	PS	243	Principles of Geology (SGR 6)	3
Major Requirements			58	Major Requirements			56
CIM	101	Introduction to Concrete Industry Management	2	CIM	101	Introduction to Concrete Industry Management	2
				CIM	120	Introduction to Industrial Safety	3
CIM	125	Plans and Specifications	1	CIM	125	Plans and Specifications	2
CIM	210	Fundamentals of Concrete: Properties and Testing	3	CIM	210	Fundamentals of Concrete: Properties and Testing	3
CIM	210L	Fundamentals of Concrete: Properties and Testing Lab	1	CIM	210L	Fundamentals of Concrete: Properties and Testing Lab	1
CIM	216	Concrete Methods and Materials	3	CIM	216	Concrete Methods and Materials	3
CIM	230	Concrete Const Systems	3	CIM	230	Concrete Const Systems	3
CIM	310	Management of Concrete Facilities	3	CIM	310	Management of Concrete Facilities	3
CIM	350	Concrete Applications and Est.	3	CIM	350	Concrete Applications and Est.	3
CIM	370	Concrete Production and Strategy	3	CIM	370	Concrete Production and Strategy	2
CIM	440	Advanced Concrete Materials	3	CIM	440	Advanced Concrete Materials	3
CIM	440L	Advanced Concrete Materials Lab	1	CIM	440L	Advanced Concrete Materials Lab	1
CIM	450	Concrete Restoration & Repair	3	CIM	450	Concrete Restoration & Repair	3
CIM	471	Capstone	3	CIM	471	Capstone	3
				CIM	480	Concrete Industry Sales and Marketing	3
CIM	494	Internship	3	CIM	494	Internship	3
CM	130	Management Tools and Analysis	3	CM	130	Management Tools and Analysis	3
				CM	232	Cost Estimating	3
CM OR GE	400 425	Risk Management and Construction Safety Occupational Safety and Health Management	3	CM OR GE	400 425	Risk Management and Construction Safety Occupational Safety and Health Management	3
CM	460	Sustainable Building Systems	3	CM	460	Sustainable Building Systems	3

<i>Existing Curriculum</i>				<i>Proposed Curriculum (highlight changes)</i>			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
CM	473	Construction Law and Contracts	3	CM	473	Construction Law and Contracts	3
				MNET	231	Manufacturing Processes I	2
				MNET	231L	Manufacturing Processes I Lab	1
MNET	367	Production Strategy	3	MNET	367	Production Strategy	3
MNET	367L	Production Strategy Lab	0	MNET	367L	Production Strategy Lab	0
Elective	CM,OM, GE	Technical Elective	8	Elective	CM,OM, GE	Technical Elective	8
Supporting Coursework			31	Supporting Coursework			31
GE	101	Intro to Engineering	1	GE	101	Intro to Engineering	1
GE	469	Project Management	3	GE	469	Project Management	3
OM	425	Production and Operations Management	3	OM	425	Production and Operations Management	3
OM	463	Supply Chain Management	3	OM	463	Supply Chain Management	3
STAT	281	Introduction to Statistics	3	STAT	281	Introduction to Statistics	3
		<i>Select one of the following minors:</i>	18			<i>Select one of the following minors:</i>	18
		Management Minor				Management Minor	
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
ACCT	211	Principles of Accounting II	3	ACCT	211	Principles of Accounting II	3
BADM/ MGMT	360	Organization and Management	3	BADM/ MGMT	360	Organization and Management	3
CSC/ MGMT	325	Management Information Systems	3	CSC/ MGMT	325	Management Information Systems	3
FIN	310	Business Finance	3	FIN	310	Business Finance	3
HRM	460	Human Resource Management	3	HRM	460	Human Resource Management	3
		Marketing Minor				Marketing Minor	
ADV	314	Digital Promotions	3	ADV	314	Digital Promotions	3
ADV	370	Advertising Principles	3	ADV	370	Advertising Principles	3
MKTG	370	Marketing	3	MKTG	370	Marketing	3
MKTG	474	Personal Selling	3	MKTG	474	Personal Selling	3
MKTG	476	Marketing Research	3	MKTG	476	Marketing Research	3
MGMT	334	Small Business Management	3	MGMT	334	Small Business Management	3
Electives			0	Electives			0
Summary of Credits Concrete Industry Management (B.S.)							
System General Education Requirements			31	System General Education Requirements			33
Major Requirements			58	Major Requirements			56
Supporting Coursework			31	Supporting Coursework			31
Electives			0	Electives			0
Total number of hours required for major			108	Total number of hours required for major			105
Total number of hours required for degree			120	Total number of hours required for degree			120

8. Explanation of the Change:

The Department of Construction and Operations Management has reviewed the Concrete Industry Management curriculum. The following changes are requested:

- Added SPAN 101 Introductory Spanish I (4 cr.) and SPAN 102 Introductory Spanish II (4 cr.) as the required SGR #4 courses. The construction industry is rapidly becoming an extremely diverse workplace, and it is of vital importance for managers in the industry to be able to converse in Spanish.
- Removed ENGL 101 Composition I (3 cr.), ENGL 201 Composition II (3 cr.), and PS 243 Principles of Geology (3 cr.) as the required SGR #1 and SGR #6 courses. Students will be able to select any SGR #1 or SGR #6 course from the approved course list.

- Increased CM 125 Plans and Specifications from a 1 to 2 credit course. CIM 125 Plans and Specifications is a foundational class in the Concrete Industry Management program, and an additional credit is required to cover the depth and breadth of content. In addition, the course will now be a prerequisite for CM 232 Cost Estimating. Content covered in the additional time is necessary for students to be adequately prepared for CM 232.
- Removed CIM 216 Concrete Methods and Materials (3 cr.) and added CIM 120 Introduction to Industrial Safety (3 cr.). The content from CIM 216 will be covered elsewhere in the curriculum. It is important for students to become familiar with the industry safety culture at an early point in their careers before field trips and internships. The department will add CIM 120 Introduction to Industrial Safety, in place of CIM 216. This course will focus on concrete batch plant and precast plant safety measures, creating safety training programs, and MSHA new miner training.
- Decreased CIM 370 Concrete Production and Strategy from a 3 to 2 credit course. This is a software-based class, focusing on dispatch and batching software currently used in the industry and the content can be sufficiently covered in 2 credits.
- Replaced CIM 450 Concrete Restoration and Repair (3 cr.) with CIM 480 Concrete Industry Sales and Marketing (3 cr.). At the other four CIM universities, Concrete Restoration and Repair is an elective that may be taken at the student's discretion depending upon their personal interests. In addition, a frequent criticism of students from the other programs is a limited amount of sales and marketing experience. For this reason, it will be more beneficial to include an Industrial Sales and Marketing based on a class taught for the CSU, Chico CIM program. This class will give students the skills needed to market, promote, and sell their product effectively. CIM 450 Concrete Restoration and Repair could be completed as an elective course.
- Added MNET 231-231L Manufacturing Processes I & Lab (3 cr.) and CM 232 Cost Estimating (3 cr.). MNET 231-231L is a prerequisite for MNET 367-367L Production Strategy & Lab. The addition of CM 232 was in response to another frequent criticism of CIM students from other universities. They have indicated there is insufficient experience with estimating. This change has reduced the number of technical electives.



**SOUTH DAKOTA BOARD OF REGENTS
 ACADEMIC AFFAIRS FORMS**

New Course Request

SDSU	Jerome J. Lohr College of Engineering / Construction and Operations Management
Institution	Division/Department
Dennis D. Hedge	4/3/2023
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
CIM 120	Introduction to Industrial Safety	3

Course Description	Safety course focused on the cement, concrete and aggregate industries.
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Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
None		

Registration Restrictions

None

Section 2. Review of Course

2.1. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
GE 265	Industrial Safety	3
CM 400	Risk Management and Construction Safety	3

Provide explanation of differences between proposed course and existing system catalog courses below:

The Concrete Industry Management (CIM) program is focused on the unique demands of the concrete industry. As such, CIM 120 Introduction to Industrial Safety, is designed to introduce students to the unique hazards inherent within this industry. This class focuses on concrete batch plant safety (complete with several field trips), precast concrete plant safety, and types of equipment specific to the concrete industry. In addition, the MSHA (Mine Safety and Health Administration) New Miner Training program is taught within this class, a requirement for any of the SDSU students who intern or become employed at aggregate or cement manufacturing facilities. In addition, as a 100-level class, CIM 120 instills the safety culture mindset within the students before they begin performing internships and field trips.

GE 265 Industrial Safety provides a broad overview of construction and manufacturing safety practices, but without the focus on the industry that funds the CIM program and any of the MSHA facets. CM 400 Risk Management and Construction Safety focuses on OSHA certification and is certainly a valuable course (a requirement for students later in their academic careers), but again lacks the focus on the concrete industry and MSHA facets.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Replacement of CIM 216 Concrete Methods and Materials (3 cr.)
 Effective date of deletion: fall 2023

3.2. Existing program(s) in which course will be offered: Concrete Industry Management (B.S.), Concrete Technology minor

3.3. Proposed instructional method by university (as defined by AAC Guideline 5.4): R - Lecture

3.4. Proposed delivery method by university (as defined by AAC Guideline 5.5): 001- Face to Face Term Based Instruction, 015 - Internet Asynchronous – Term Based Instruction, 018 - Internet Synchronous

3.5. Term change will be effective: fall 2023

3.6. Can students repeat the course for additional credit? Yes, total credit limit: No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped? Yes, max per section: 30 No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report? Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: Construction and Operations Management

4.2. Banner Department Code: SCOM

4.3. Proposed CIP Code: 15.1501

Is this a new CIP code for the university? Yes No



**SOUTH DAKOTA BOARD OF REGENTS
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New Course Request

SDSU	Jerome J. Lohr College of Engineering / Construction and Operations Management
Institution	Division/Department
Dennis D. Hedge	4/3/2023
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
CIM 480	Concrete Industry Sales and Marketing	3

Course Description
Students will be exposed to the sales and marketing processes of suppliers and producers of ready-mixed concrete, concrete masonry block, pre-cast concrete, pre-stressed concrete and concrete pipe.

Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
None		

Registration Restrictions

Senior standing

Section 2. Review of Course

2.1. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
AGEC 274	Agribusiness Sales	3
MKTG 370	Marketing	3

Provide explanation of differences between proposed course and existing system catalog courses below:

AGEC 274 is a sales class, but it focuses on “skills and qualities needed to address the new demands of production and input technologies and e-Commerce platforms in the agricultural sales arena.” As such, it will not adequately address the needs of the concrete industry.

MKTG 370 Marketing covers modern marketing techniques on a broad scale but does not cover the concrete industry or technical sales-related functions as needed in the concrete industry.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Schedule Management, explain below: This course will replace CIM 450 Concrete Repair and Restoration in the Concrete Industry Management (CIM) program requirements. This course will be offered every fall.

3.2. Existing program(s) in which course will be offered: Concrete Industry Management (B.S.)

3.3. Proposed instructional method by university (as defined by [AAC Guideline 5.4](#)): R - Lecture

3.4. Proposed delivery method by university (as defined by [AAC Guideline 5.5](#)): 001- Face to Face Term Based Instruction, 015 - Internet Asynchronous – Term Based Instruction, 018 - Internet Synchronous

3.5. Term change will be effective: fall 2023

3.6. Can students repeat the course for additional credit? Yes, total credit limit: No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped? Yes, max per section: No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report? Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: Construction and Operations Management

4.2. Banner Department Code: SCOM

4.3. Proposed CIP Code: 15.1501

Is this a new CIP code for the university? Yes No