Style Guide
for the Robert H. Smith School of Business

abbreviations
AFTER A NAME: Jr., Sr., Co., Corp., Inc., Ltd.

ACAD (Academic Deans) A list of academic deans who receive Smith School news from time to time

academic degrees If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: Jessica Bauer, who has a doctorate in psychology. Use an apostrophe in bachelor’s degree, a master’s, etc., but there is no possessive in Bachelor of Arts or Master of Science. Also: associate degree. Use such abbreviations as BA, MA, LLD and PhD only when the preferred form is cumbersome.

academic titles Capitalize and spell out formal titles such as chancellor, chairman, dean, etc. only when they appear before a name. Lowercase elsewhere. Lowercase modifiers such as business school in business school Dean Alex Triantis...

adviser Not advisor

advisory

affect, effect Affect, as a verb, means to influence: The game will affect the standings. Affect, as a noun, is best avoided. It occasionally is used in psychology to describe an emotion, but there is no need for it in everyday language. Effect, as a verb, means to cause: He will effect many changes in the company. Effect, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions.

alma mater Lowercase

alumnus, alumni, alumna, alumnae Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

a.m., p.m. Lowercase, with periods. Avoid the redundant 10 a.m. this morning.

among, between Between introduces two items or two pairs of items: between you and me; Among introduces more than two items: The cookies were divided among Jess, Amy and Rebecca.

apostrophe () Follow these guidelines:
• Singular nouns ending in s: Add ’s unless the next word begins with s: the hostess’s invitation, the witness’ story.
• Singular nouns not ending in s: Add ’s: the church’s needs, the girl’s toys
• Plural nouns ending in s: Add only an apostrophe. the churches’ needs, the girls’ toys, the horses’ food
• Plural nouns not ending in s: Add ’s: the alumni’s contributions, the women’s rights.
• Singular proper names ending in s: Use only an apostrophe: Achilles’ heel, Dickens’ novels, Kansas’ schools
• Pronouns: No apostrophes: mine, ours, your, yours, his, hers, its, theirs, whose.
• Joint possession, individual possession: Use possessive form only after the last word if ownership is joint: Fred and Sylvia’s apartment. Use a possessive form after both words if the objects are individually owned: Fred’s and Sylvia’s books.
Bachelor of Arts, Bachelor of Science A bachelor's degree or bachelor's is acceptable in any reference.

Baltimore, Md. The university is about 35 miles from Baltimore, Md.

board of directors, board of trustees Always lowercase

boilerplate A standardized text that can be republished without much change

About the University of Maryland’s Robert H. Smith School of Business
The Robert H. Smith School of Business is an internationally recognized leader in management education and research. One of 12 colleges and schools at the University of Maryland, College Park, the Smith School offers undergraduate, full-time and part-time MBA, Executive MBA, online MBA, MS, PhD, and executive education programs, as well as outreach services to the corporate community. The school offers its degree, custom and certification programs in learning locations in North America and Asia. www.rhsmith.umd.edu/

Business Honors Fellows program Lowercase program

Business, Society and the Economy (BSE) Part of the University of Maryland’s College Park Scholars program. The BSE program is sponsored by the Robert H. Smith School of Business. www.scholars.umd.edu/bse/index.cfm

capital The city where a seat of government is located. Do not capitalize. The nation’s capital. When used in a financial sense, capital describes money, equipment or property used in a business by a person or corporation.

capitol Capitalize U.S. Capitol and the Capitol when referring to the building in Washington, D.C., or state capitals. The Maryland Capitol is in Annapolis.

centers Call the center by its full name on first reference, followed by its abbreviation in parenthesis. On second reference, use abbreviation or the center.

- Center for Complexity in Business (CCB) rhsmith.umd.edu/ccb/
- Center for Digital Thought and Strategy (DIGITS) rhsmith.umd.edu/digits/
- Center for Excellence in Service (CES) rhsmith.umd.edu/ces/
- Center for Financial Policy (CFP) rhsmith.umd.edu/cfp/
- Center for Health and Information Decision Systems (CHIDS) rhsmith.umd.edu/chids/
- Center for International Business Education and Research (CIBER) rhsmith.umd.edu/ciber/
- Center for Leadership, Innovation and Change (CLIC) rhsmith.umd.edu/clic/
- Center for Social Value Creation (SVC) rhsmith.umd.edu/svc
- Center for The Study of Business Ethics, Regulation, & Crime (C-BERC) rhsmith.umd.edu/cberc
- Dingman Center for Entrepreneurship rhsmith.umd.edu/dingman
- Supply Chain Management Center (SCMC) rhsmith.umd.edu/scmc
coast Lowercase when referring to the physical shoreline: Atlantic coast, Pacific coast, east coast. Capitalize when referring to regions of the United States lying along such shorelines, but not of states: the Atlantic Coast states, the Virginia coast.

College Park, Md.

colon (:) The most frequent use of a colon is at the end of a sentence to introduce lists. Capitalize the first word after the colon only if it is a proper noun or the start of a complete sentence: He promised this: The company will make good all the losses. But: There were three considerations: expense, time and feasibility. Colon can also be used for emphasis: He had one hobby: eating.

comma (,) Follow these guidelines:
• In a series:
  o Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue.
  o Put a comma before the conjunction if an integral element of the series requires a conjunction: I had juice, eggs, and ham and eggs for breakfast.
  o Put a comma before a conjunction in a complex series of phrases: The points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.
• With conjunctions:
  o When a conjunction such as and, but or for links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: She was glad she had looked, for a man was approaching the house.
  o Use comma if the subject of each clause is expressly stated: We went to the mall, and we went to the store. But: We went to the mall and the store.

company names Consult the company about a formal name. Do not use a comma before Inc. or Ltd.

complementary, complimentary The husband and wife have complementary careers. They received complimentary tickets to the show.

composition titles Apply the guidelines listed here to book titles, computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.
• Capitalize the principal words, including prepositions and conjunctions of four or more letters
• Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title
• Put quotation marks around all such works except the Bible and books that are primarily catalogs of reference

curriculum, curricula

cyber- Do not use a hyphen: cybersecurity

D

dash (–) Follow these guidelines:
• Abrupt change: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause: We will fly to Paris in June – if I get a raise.
• Series within a phrase: When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phase: He listed the qualities – intelligence, humor, conservatism, independence – that he liked in an executive.
dates Always use Arabic figures, without st, nd, rd or th.

days of the week Capitalize. Do not abbreviate.

dean Capitalize when used as a formal title before a name: Dean Triantis; Lowercase in other uses: Triantis, dean of the Smith School

Development and Alumni Relations (DAR) rhsmith.umd.edu/alumni

Dingman Center for Entrepreneurship rhsmith.umd.edu/dingman

directions and regions In general, lowercase north, south, northeast, northern, etc. when they indicate compass direction; capitalize these words when they designate regions. He drove west. A storm system is developing in the Midwest.

distances Use figures for 10 and above, spell out through nine: He walked four miles.

dot-com era Lowercase, hyphenate dot-com

E

eLLipsis ( … ) In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces: I … tried to do what was best. Follow an ellipsis at the end of a sentence with a period following the last space: I no longer have a strong enough political base … .

email Lowercase, one word

EMBA, Executive MBA No periods. Capitalize “program” only if Smith is in front as the proper name.
• The modifier of all MBA programs should be lower case, unless it is used as the formal name of the Smith program. The Smith School offers full-time MBA, part-time MBA, executive MBA, and executive MS programs.
• If the program name is used as the formal name, it should be capitalized. Participants in the Smith Executive MBA Program have the opportunity to study abroad.
• If we are referring to the EMBA degree, it should also be capitalized. Earning a Smith Executive MBA can help you take the lead in your career.

every day (adv.), everyday (adj.) She goes to work every day. He wears everyday shoes.

F

faculty Lowercase

fewer Use fewer for individual items. I had fewer than 50 $1 bills in my pocket. (Individual items.) But: I had less than $50 in my pocket. (An amount.)

Finance Fellows program Lowercase program
**full time, full-time** Hyphenate when used as a compound modifier: *He works full time. She is a full-time student.* See MBA entry for specific capitalization rules.

**government** Always lowercase, never abbreviate: *federal government, state government, U.S. government*

**healthcare** One words, no hyphens, in all uses

**hyphen** (-) Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words.
- Avoid ambiguity: Use a hyphen when ambiguity would result if it were omitted: *The president will speak to small-business men* (*Businessmen* is usually one word. But *the president will speak to small businessmen* is unclear.) Others: *He recovered his health. He re-covered his roof.*
- Compound modifiers: When a modifier – two or more words that express a single concept – precedes a noun, use hyphens to link all the words in the compound except the adverb *very* and all adverbs that end in –*ly*: *a first-quarter touchdown, a bluish-green dress, a full-time job, a very good time, an easily remembered rule*
  - Most combinations that are hyphenated before a noun are not when they occur after a noun: *The team scored in the first quarter.* But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb *be*, the hyphen must usually be retained to avoid confusion: *The man is well-know. The woman is quick-witted.*

**International Fellows program** Lowercase *program*

**Internet** Capitalize

**intranet** Lowercase

**IT** Acronym for *information technology*; abbreviation fine on first use
**J, K, L**

**Junior, senior** Abbreviate as Jr. and Sr. only with full names. In reference to a student’s year in school, spell out and lowercase.

**Less** Use less for bulk or quantity. I had less than $50 in my pocket. (An amount.) But: I had fewer than 50 $1 bills in my pocket. (Individual items.)

**M**

**Magazine names** Capitalize the initial letters of the name but do not place it in quotes. Lowercase magazine unless it is part of the publication’s formal title: Harper’s Magazine, Newsweek magazine, Smith Business magazine.

**Maryland** Abbreviation: Md. Spell out full name, unless appearing next to a city or in an address.

**MBA, part-time MBA, full-time MBA, etc.** No periods. Capitalize “program” only if Smith is in front as the proper name.

- The modifier of all MBA programs should be lower case, unless it is used as the formal name of the Smith program. The Smith School offers full-time MBA, part-time MBA, executive MBA, and executive MS programs.
- If the program name is used as the formal name, it should be capitalized. Participants in the Smith Executive MBA Program have the opportunity to study abroad. Smith Part-Time MBA Program students traveled to China.
- If we are referring to the EMBA degree, it should also be capitalized. Earning a Smith Executive MBA can help you take the lead in your career.

**Months** Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with year alone.

**More than** Unless a spatial reference, use more than instead of over – especially with numerals: There were more than 300 people in attendance at the event.

**MS** No periods. Capitalize “program” only if Smith is in front as the proper name.

**N**

**Newspaper names** Capitalize the in a newspaper’s name if that is the way the publication prefers to be known. Do not place in quotes.

**Numerals**

- Spell out a numeral at the beginning of a sentence unless it identifies a calendar year. Eleven ducks crossed the road. 2010 was a great year.
- Spell out casual expressions. A thousand times no!
• Use words or numerals according to an organization's practice: 3M, Twentieth Century Fund, Big Ten.
• Spell out first through ninth. Starting with 10th, use figures.

office Capitalize office when it is a part of an agency’s formal name. Lowercase in all other uses.

OK, OK'd, OK’ing, OKs Do not use okay.

online One word, lowercase

over It generally refers to spatial relationships: The plane flew over the city. More than is preferred with numerals: There were more than 300 people in attendance at the event.

page numbers Use figures and capitalize page when used with a figure: Page 1

part time, part-time Hyphenate when used as a compound modifier: He works part time. She is a part-time student. See MBA entry for specific capitalization rules.

PhD No periods. Capitalize “program” only if Smith is in front as the proper name.

policymaker, policymaking One word, no hyphens

professor Never abbreviate. Capitalize before a name, lowercase elsewhere. Do not continue on second reference unless part of a quotation.

Quality Enhancement Systems and Teams (QUEST) www.rsmith.umd.edu/quest/
The Robert H. Smith School of Business Acceptable forms for the Smith School are as follows: The University of Maryland’s Robert H. Smith School of Business, Smith School of Business, Smith School, Smith, UMD. On second reference, lowercase both university and school. The university expects… OR As part of the school’s ongoing…

www.rhsmith.umd.edu

Ronald Reagan Building and International Trade Center The Smith School has a suite in this building in Washington, D.C.

rooms Capitalize the names of specifically designated rooms

school Capitalize when part of a proper name

seasons Lowercase spring, summer, fall and winter and derivations such as springtime unless part of a formal name.

semicolon (;) In general, use the semicolon to indicate greater separation of thought and information than a comma can convey but less than the separation that a period implies: He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kan., Mary Smith, of Denver, and Susan, of Boston; and a sister, Martha, of Omaha Neb. Note that the semicolon is used before the final and in such a series. Places semicolons outside of quotation marks.

Shady Grove A Smith School satellite campus located in Rockville, Md. Smith is housed in the Camille Kendall Academic Center. Kendall Center on second reference.


Smith Undergraduate Fellows Program Upper case Program

Smith Undergraduate Student Association (SUSA) www.marylandsusa.com

staff Lowercase
state names Spell out the names of the 50 U.S. states when they stand alone in textual material. Eight states are not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Use these abbreviations for state names appearing with a city or in an address:

<table>
<thead>
<tr>
<th>State ABBREVIATION</th>
<th>State Abbreviation</th>
<th>State Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>Md.</td>
<td>N.C.</td>
</tr>
<tr>
<td>Ariz.</td>
<td>Mass.</td>
<td>N.D.</td>
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<td>Ark.</td>
<td>Mich.</td>
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<td>Calif.</td>
<td>Minn.</td>
<td>Pa.</td>
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<tr>
<td>Colo.</td>
<td>Miss.</td>
<td>R.I.</td>
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<td>Conn.</td>
<td>Mo.</td>
<td>S.C.</td>
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<tr>
<td>Del.</td>
<td>Mont.</td>
<td>S.D.</td>
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<td>Fla.</td>
<td>Neb.</td>
<td>Tenn.</td>
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<td>Ill.</td>
<td>N.H.</td>
<td>Va.</td>
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<td>Ind.</td>
<td>N.J.</td>
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<td>Ky.</td>
<td>N.Y.</td>
<td>Wash.</td>
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<td>La</td>
<td>N.C.</td>
<td>Wyo.</td>
</tr>
</tbody>
</table>

In datelines, city names are written in all caps. The following U.S. cities stand alone without being followed by the state:

- ATLANTA
- BALTIMORE
- BOSTON
- CHICAGO
- CINCINNATI
- CLEVELAND
- DALLAS
- DENVER
- DETROIT
- HONOLULU
- HOUSTON
- INDIANAPOLIS
- LAS VEGAS
- LOS ANGELES
- MIAMI
- MILWAUKEE
- MINNEAPOLIS
- NEW ORLEANS
- NEW YORK
- OKLAHOMA CITY
- PHILADELPHIA
- PHOENIX
- PITTSBURGH
- ST. LOUIS
- SALT LAKE CITY
- SAN ANTONIO
- SAN DIEGO
- SAN FRANCISCO
- SEATTLE
- WASHINGTON

Supply Chain Management Center (SCMC) rhsmith.umd.edu/scmc

syllabus, syllabuses

T

telephone numbers Use this format: 301-405-0001

times Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m.

toward Not towards

Titles Lowercase unless they appear in front of a name. Yesterday, Dean Alex Triantis talked to a class of sophomores at the Smith School. OR Alex Triantis, dean of the Smith School, talked to a class of sophomores.
United States Use periods in the abbreviation *U.S.* Abbreviation is acceptable for nouns and adjectives.

university Lowercase when not used in a proper name.

**University of Maryland, College Park; the university** On first reference, use the full name of the university, (Either *University of Maryland* OR *University of Maryland, College Park*). On second reference, refer to it as *the university*, lowercase, or *UMD*.


**University System of Maryland (USM)** On first reference, use full name. *USM* is acceptable on second reference.

Van Munching Hall (*VMH in abbreviated form*) The building that houses the Robert H. Smith School of Business at the University of Maryland, College Park. Capitalize.
- North Wing, South Wing (Capitalize)
- Edwards Courtyard
- Pownall Grand Atrium
- Howard Frank Auditorium (1524 VMH)

**Washington, D.C.** *Washington, D.C.* is located about eight miles from the University of Maryland, College Park. In all references, place a comma after *Washington* and periods in *D.C.* Unlike AP Style, use *Washington, D.C.* (not *Washington*). If used in a sentence, a comma must appear after the location (ex: *The students went to Washington, D.C., to learn about international business.*) Also acceptable: *the nation’s capital.*

website One word, lowercase

whether Do not follow *whether* with or *not*. It is redundant. *He couldn’t decide whether to ask her to the prom.*

workday, work force, workplace, workweek Use each as it appears

worldwide One word
X, Y, Z

years
- Use figures, without commas: 2010.
- Use commas only with a month and a day: Nov. 15, 2010 was the date of Millicent’s surprise birthday party.
- Use an’s without an apostrophe to indicate spans of decades or centuries: the 1990s, the 1900s.
- Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 2010 was a very good year.

ZIP code Use all-caps ZIP for Zoning Improvement Plan, but always lowercase the word code. Run the five digits together without a comma, and do not put a comma between the state name and the ZIP code: New York, NY 10020.