

College of Business

Style Guide

January 2005

The styles and terms listed in this guide apply to all College of Business publications produced through the College's Communications Office. Exceptions are noted.

NOTE: The name of the College was changed from College of Commerce and Business Administration *to* the College of Business in March 2003, following review and approvals by the administrative offices on campus, at the university, the BOT, and IBHE. Official implementation of the new name was in June 2003.

Reference for styles is Chicago Manual of Style, 15th edition, 2003.

See www.admin.uiuc.edu/logo/guide.html for a copy of the campus style guide as prepared by the campus Office of Publications and Marketing. Note that some styles below are not in agreement with campus preferences.

This style guide was started in March 2001. Any member of the College community interested in contributing to the debate about and development of College styles is welcome to participate. New styles or terms or comments about the styles below should be directed to Ginny Hudak-David (hudakdav@uiuc.edu).

Styles

bulleted lists	Sentences have an initial cap and end punctuation. Sentence fragments have no end punctuation; for multiple fragments within one bullet, separate with a semicolon.
commas	Serial commas are used. <i>The Departments of Accountancy, Finance, and Business Administration all are housed in Wohlers Hall.</i>
dates	Except for press releases, dates are used with the month written out and the full year. For a press release, abbreviated months are used. For references to only the month and year (no date), do not use a comma. <i>March 23, 1999</i> <i>The investiture was held on October 12, 2001, in the Krannert Center for the Performing Arts.</i> <i>She visited Nepal in January 2004.</i>
decades	Decades are shown without the apostrophe. <i>70s, 90s</i>
degrees	No periods in degrees. <i>PhD, MBA, MSF</i>
departments	Titles of departments are capitalized. An academic area of study is not capitalized. <i>Department of Accountancy</i> <i>She decided to major in accountancy, which pleased her parents.</i>
figures	references to figures are initial capped in running text <i>The data in Figure 2 show that when stock prices go up, people make money.</i>
email	email addresses are not underlined in publications. To turn this feature off in Microsoft Word, uncheck the “Internet and network paths with hyperlinks” box on the Tools ► Autocorrect ... dialog box under the <i>Autoformat as You Type</i> tab. email addresses should also be changed to black (vs the blue that MS Word automatically applies) to avoid unnecessary disruption in the presentation of text.
lowercase entries	retain lowercase even at the beginning of a sentence to avoid confusion. <i>www.business.uiuc.edu is the home page URL for the College.</i>
numbers	Follow Chicago Chapter 9’s mandate and remember that “consistency must sometimes give way to readability.” Numbers from one through ten are written out. Numbers greater than ten are shown in digits. <i>The department offers eight concentrations.</i> <i>In the December convocation, 40 students graduated in the IDM curriculum.</i>

tables	see <i>figures</i>
time	use periods in the abbreviations as well as zeros in on-the-hour time <i>5:00 a.m.</i>
titles	Follow Chicago Chapter 8: titles used before a name are capitalized but titles following a name are not. <i>Professor George Monahan</i> <i>Avijit Ghosh, dean of the College of Business</i>
URLs	<p>URLs do not include <code>http://</code> unless the server name is such that an element of confusion is introduced when the <code>http://</code> is not used. URLs are not underlined in publications.</p> <p>If the URL is at the end of a sentence, include the ending punctuation.</p> <p>If the URL requires an ending slash to be accurate, it is used. Test the URL with and without the ending slash to see if it can be deleted.</p> <p>If a URL needs to be split across lines, always split after a slash, introducing no additional punctuation. If necessary, use a soft return to keep the URL on one line. <i>For more information, see www.business.uiuc.edu/publications/listserv.</i></p> <p>URLs should be changed to black (vs the blue that MS Word automatically applies) to avoid unnecessary disruption in the presentation of text.</p> <p>Do not underline URLs in publications. See <i>email</i> for instructions on turning this feature off in Word. To turn the underlining off without making a permanent change in your version of Word, highlight the URL, click on the globe/chain-link image in the Word toolbar, and click the Remove Link box.</p> <p><i>http://www2.gasou.edu/news/</i> <i>www.business.uiuc.edu/publications/</i></p>

Terms List

A

Academy for Entrepreneurial Leadership. Use full name on first reference. Subsequent references to the Academy. Established with a \$4.5 million grant from the Kauffman Foundation announced in December 2004, the Academy seeks to establish the Urbana campus as a testbed for entrepreneurship across the curriculum and campus.

Alumni News & Notes. New alumni newsletter established by Dean Ghosh in summer 2003. First issue mailed in December 2003. ANN offers news and information to College alumni and friends and class notes. Published in June and December.

B

B2B. Business to business.

BUS. The short-hand designation for the College per Dean Ghosh. College of Business or Business is preferred but BUS can be used when a very short reference is needed (such as a database).

Business. Dean Ghosh's preferred word as a short-hand for references to the College of Business.

C

CB. Do not use.

CBA. Abbreviation for Certificate in Business Administration (a program from EDC). Effective March 2003, do not use as an abbreviation for the College of Business. EDC was deactivated in the spring of 2003; the certificate program is no longer offered.

CBA News. College's electronic newsletter emailed to subscribers on the last Friday of each month. First emailed in September 2001.

CED. The Center for Entrepreneurial Development. Originally a part of OSBI, CED is a unit reporting to the dean. Established March 2002.

CIERA. Center for International Education and Research in Accounting, a unit within the Department of Accountancy. Now called the Vernon K. Zimmerman Center for International Education and Research in Accountancy.

Commerce. Short-hand previously used for the College of Commerce and Business Administration. Do not use.

College. Initial cap. Dean Ghosh's preferred format when referencing the College of Business.

COB. Do not use as abbreviation or short-hand designation for the College.

College of Business News. The name of the electronic newsletter emailed to alumni and other subscribers on the last Friday of each month.

D

database. one word

dataset. one word

E

email

e-business

e-commerce

e-services

EDC. Executive Development Center. EDC was deactivated in the spring of 2003 and remaining programs are no longer offered.

email. one word, lower-case *e*.

EMBA. Executive MBA (Master of Business Administration) program. Per Merle Giles, use Executive MBA instead of EMBA.

H

high-tech.

high technology.

Hoelt Technology & Management Program, The. On first reference, use the full name with initial caps, including *The*, and use the ampersand. (November 2004)

On subsequent references, use T&M Program or the Program.

Do not use the Hoelt T&M Program.

HTML. HyperText Markup Language. All caps when used as an abbreviation.

html. Lower case as a file extension. May only be three characters depending on the software that generates the file as well as the personal preference of the author/coder (htm).

I

IBE. Investors in Business Education. Funds are used for scholarships for students with physical disabilities, for top PhD students, the Paul Green MBA fellowship, underwriting events, and for various faculty awards.

IDM. Industrial Distribution Management, a concentration within the College.

Illinois. Approved reference for the University of Illinois at Urbana-Champaign, the flagship campus of the University of Illinois system.

Illinois CIBER. Center for International Business Education and Research. May shorten to CIBER after first reference.

Illinois MBA Program

InSight. College newsletter printed from 1994-2002.

Internet. Use initial cap.

L

listserv. Not *listserve* (with an *e*); listserv is the name of the software. Automated service that sends out the same email message to all email addresses contained on the master list. The College's listserv was started in September 2001 and named CBA News in April 2002. Became *College of Business News* in June 2003.

M

master's. master of science degree but master's when referred to in shortened form.

MAS. Master of Accounting Science.

MBA. Master of Business Administration. (*of* is correct)

MIS. Management Information Systems, a concentration in the Business Administration department.

MS. Master of Science (no periods).

MSBA. Master of Science in Business Administration. A program for international managers in the Business Administration department. Effective fall 2005, the College of Business MSBA degree will focus on Technology Management. *See* MS-Tech.

MSA. Master of Science in Accounting.

MSF. Master of Science in Finance.

MSPE. Master of Science in Policy Economics.

MST. Master of Science in Taxation.

MS-Tech. Effective fall 2005, new focus for the MS program in the Department of Business Administration.

O

OIM. Office of Information Management.

OSBI Consulting. Formerly the Office for Strategic Business Initiatives, but changed to OSBI Consulting in June 2003. OSBI, per June 25, 2003, email from Stig Lanesskog "OSBI will NOT still be short for Office for Strategic Business Initiatives. Talking with Paul Magelli and Dean Ghosh, we believe that there is brand equity in term "OSBI" both on campus and with alumni, but our current name does not portray that we are a consulting organization and requires explanation."

P

PEP. Preparatory English Program, a summer program in the Illinois MBA Program.

Perspectives. College magazine with premier issue in fall 2002.

PDF. Portable Document Format file. All caps unless part of the file name extension, where it might be all caps or all lower case.

PhD. Doctor of Philosophy (no periods).

S

SPIM. Specialized Program for International Managers, a program in EDC. Discontinued spring 2003.

T

T&M. Technology & Management Program, a joint minor with the College of Engineering. *See* Hoeft Technology & Management Program, The.

TAAU. Tax, Accounting and Auditing Update, a program in EDC. Discontinued in 2003.

U

Urbana. Acceptable shorthand for the name of the campus. Use only after full reference to campus name.

US. No periods.

U. of I. Acceptable format for abbreviation of the name of the campus. Illinois is preferred. Use only after full reference to campus name.

UIUC. Do not use. For references to the campus after the first in any document, use Illinois or University of Illinois.

W

web

web page

website

World Wide Web. Do not use.

WWW. Do not use.