UC Davis Graduate School of Management

Graduate School of Management
the School
University of California, Davis
UC Davis
the university

Note: Use GSM sparingly, in less formal writing

Full-Time MBA
Bay Area MBA
Part-Time MBA
Sacramento MBA
Master of Professional Accountancy (MPAc)
Master of Science in Business Analytics (MSBA)

Note: Do not write degree after the name of a degree or program.

Master of Business Administration (MBA)
Bachelor of Arts (B.A.)
Master of Science (M.S.)
Ph.D.
J.D.
M.D.

Bill Vasquez MBA 00
Dean H. Rao Unnava
Professor Kimberly Elsbach
Andrew Hargadon, a professor at the School

Notes: Capitalize titles directly before name; otherwise, lowercase. Do not add Ph.D. after a name. Do not put Dr. before the name.

Gallagher Hall
Education Building
Bishop Ranch

UC Davis Campus
Sacramento Campus
Bay Area Campus

Monday, April 4, 2016
We met on Monday, April 4, 2016, at Gallagher Hall.
9 to 11:45 a.m.
11:30 a.m. to 3 p.m.
1:30 to 5:45 p.m.
noon to 4:45 p.m.

Spell zero through nine. Use Arabic numerals for 10 and above.
She had three cats and 11 dogs.

Exception: Use numerals for academic credits and percentages.
a 3-credit course
80 percent

Exception: Spell out numbers at the beginning of a sentence.
Eighty percent of the class passed.

Intel Corp.
Google Inc.

Hewlett-Packard Co.
Deloitte LLC

Headline (including main head on a webpage banner): Capitalize nouns, verbs, modifiers, first and last words; lowercase prepositions and articles
Your Career Is the Most Important Thing

Subhead (including subhead on a webpage banner): sentence style capitalization; no period
Our career development team gets results

Courses and Talk Titles
Principles of Accounting
Revolution Foods and the Women Building the Future

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Common Words
board of directors
Executive-in-Residence
the federal government
internet; online; website
nonprofit
San Francisco Bay Area
Silicon Valley (not “the”)
spring, summer; fall, winter
startup
the state of California
U.S. or United States (not America)