Introduction
The Skinner School of Business and Technology follows APA writing style requirements, which is the standard for academic business writing. The SSBT has modified and simplified these requirements as listed below. There are two sections. The first section is used for regular, written assignments (papers) turned in on paper, word.doc, or PDF. The second section is related to citations and references. For some assignments, particularly electronic postings, the professor may allow for the simple posting of text for the content but still require the use of APA citation and references for cited material. This standard is referred to as “APA citation and reference only.”

Paper Requirements
General Features
1. Regular 12pt font such as Times New Roman, Helvetica, Cambria, Calibri (Mac), etc. No use of decorative fonts such as Mistral.
2. 8.5 x 11” paper size with 1” margins to edge of text
3. Every single line is double-spaced
4. All pages should be numbered
5. Include title page with Course, Professor, Student, Date
6. Do not use the APA required running head

Headings
1. Level One: Centered, Boldface, Uppercase and Lowercase Headings
2. Level Two: Left-aligned, Boldface, Uppercase and Lowercase Heading
3. Level Three: Indented, boldface, lowercase heading with a period. Begin body text after the period.
4. Level Four: Indented, boldface, italicized, lowercase heading with a period. Begin body text after the period.

Citation and Reference Requirements
Introduction
Citations are used to give credit for intellectual material used by others through paraphrase and/or direct quotations. Academic plagiarism, which is a major offense, occurs when material is not properly cited and referenced.
Citations and References

APA uses simple, in-text citations and does not use footnotes or endnotes like other systems. Here is an example of an in-text citation and the accompanying reference that would be at the end of the paper or posting:

**Citation**

Kotter (2012) suggests that most operational teams do not have the capacity or expertise to develop strong strategic processes.

**Reference**


Here is an example of a citation and reference for a quotation:

**Citation**

In this day and age, there are more and more discussions of the triple bottom line. Savitz (2006) writes that “examining how companies can become more profitable by doing the right thing” (p. xii). Therefore, the triple bottom line seeks to leverage the three pillars of people, planet, and profits.

**Reference**


**Reference Examples**

Remember that like all APA pages, references are double-spaced and have a half-inch hanging indent.

For books (title italicized, only first letter of title is capitalized, city included):


For articles (Only publication and volume number is italicized)


Articles retrieved online (notice the specific date and the hanging indent)


**Wikipedia**

Just a reminder that Wikipedia is not a reliable source and should not be cited or referenced in academic work.