



# The Plural Possessive

The possessive case implies **ownership** of property, whether tangible or intellectual.

Add an **apostrophe** to the end of **plural nouns** that end with an **s**. Examples include:

Magnates' meeting

Players' pieces



# What Was That Name?

These company names aren't plural or possessive!

J.C. Penney

Barnes & Noble

Not J.C. Penney's

Not Barnes & Nobles

Meijer

Ford Motor Company

Not Meijers

Not Fords

Note: **Avoid** the **Michigan** fad of adding the extra **s** to businesses. This does not reflect well on the grammar of our great state!

# What was that Name? Examples.

**Hasbro** took a chance when they removed huge quantities of “Chutes and Ladders” from their inventory and chose to focus on the best-selling Monopoly.

We went to **IHop** for lunch to celebrate the end of tax season after March ended.



For the **plural possessive**, which sentence is correct?

1. The authors' new books focus on driving sales.
2. The author's new books focus on driving sales.
3. The authors new books focus on driving sales.

# Capitalization

## Proper nouns

CAPITALIZE the names of **specific** people, places, organizations, and sometimes things. In addition, always capitalize the personal pronoun, “**I**”!

## Pennsylvania Railroad

Detroit Tigers

Mr. Monopoly

Hasbro, Inc.



# Capitalization: Examples of Proper Nouns

- **Pennsylvania Railroad** is one of the most recognizable spaces in **Monopoly**.
- Companies in **the city** are more appealing when they support the **Detroit Tigers**.
- When asked, **I** always tell people how lovely accounting presentations are!

# Titles

Capitalize **titles** when they are used **before** names. **Do not** capitalize the title if it is used **after** a name or **instead** of a name:

- She worked as an assistant for the Vice President of Hasbro, Brian D. Golding.
- I was able to interview the vice president of the company.
- **Exception:** If you reference a title later on after acknowledging the title once.

# Geographical Capitalization

**Do not** capitalize directions or other general geographical words:

- Her office is just a little **south** of here.
- He would enjoy living in the **desert**.
- The **state** is cracking down on drunk drivers.

# Geographical Capitalization

Capitalize *North, South, East, and West* when they designate **definite** regions:



- Up **North**
- down **South**
- the **West Coast**



Capitalize **State** when it is used with a **specific location**. You can capitalize state once it has been mentioned as a specific location **previously**:

- I am going to **Washington State**. That **State** holds many adventures for me.

# Capitalization

Rule – seasons are **not capitalized**:

ex. spring, summer, fall, winter

Exception – seasons **are capitalized** when used in a title. This includes **school semesters**.

ex. The Fall 2015 report

# Gender

**Rule: Companies are gender neutral.**

- “The Hershey Company claims it is demonstrating its dedication to goodness through its great-tasting, high-quality products by beginning a transition to simple and easy-to-understand ingredients.
- “We operate as a single reportable segment in manufacturing, marketing, selling and distributing our products under more than 80 brand names.”
- Do not use “they”.

# Fix These Sentences

- ❖ I love Baskin–Robins. They have the best Superman ice cream.
- ❖ I love Baskin–Robins. **It** has the best Superman ice cream.
- ❖ J.C. Penny’s is wonderful; I am always getting their coupons!
- ❖ J.C. **Penny** is wonderful; I am always getting **its** coupons!

# Numbers and Dollars

- ❖ Spell out numbers that can be expressed in one or two words:

two million dollars

after thirty-one years

eighty-three people

# Numbers and Dollars

## When to use Digits

- **Numbers over 100 (that are not a rounded number)**

Ex. 374

Ex. Three hundred (Rounded number)

- **A list of statistics to avoid confusion**

Ex. The survey focused on 90 teachers, 15 principals, and 4 students from 6 different schools.

- **Spans of numbers**

Ex. Pages 152–175 or between the years 2009–2016

# Numbers and Dollars

❖ Use figures for other numbers:

-after **126 days**

-only **\$31.50**

-**4.78 gallons**

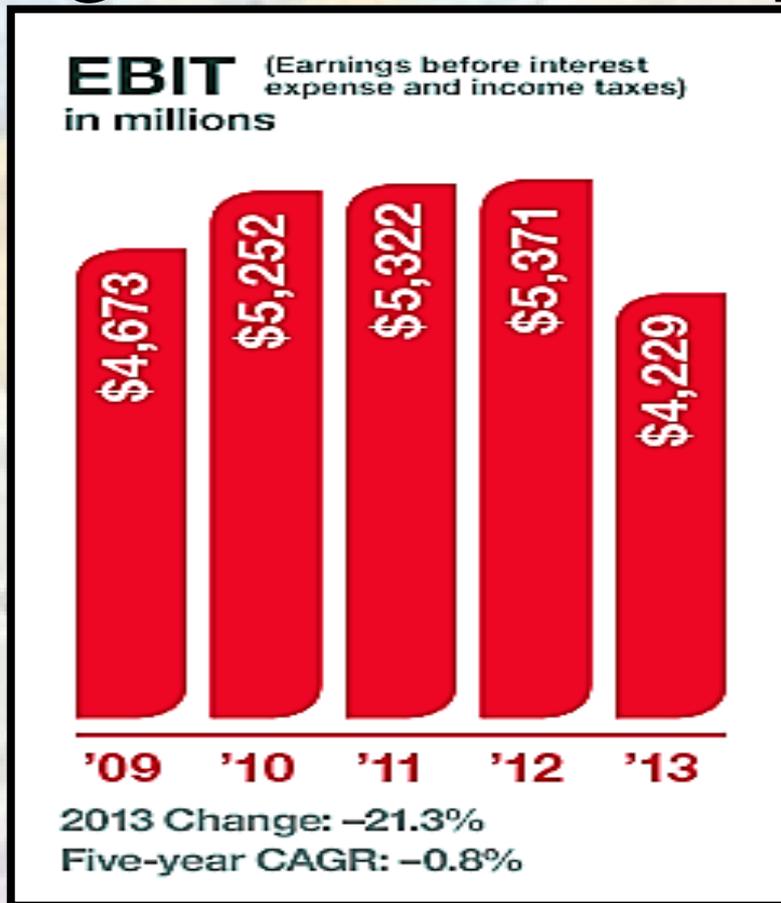


# Numbers and Dollars

- After **four** hours of playing and sending others into bankruptcy, I ended the game with **three million** dollars.
- The stock of Hasbro, Inc. was down **26%** on February **22, 2016**.

# Numbers and Dollars – Truncations

- Target 2013 Annual Report



Truncating: To shorten by cutting off a part; cut short:

Always read the fine print!

For accounting purposes & APA formatting: Pictures and numbers are referred to as figures.

Use colors in charts to illustrate focal points.



## Numbers are important!

- Do not make up numbers, facts, or statistics.
- Your research is **only as good** as the **source**.
- **Always cite** where your numbers (and research) are coming from!

# Tables or Charts?

- ❖ Tables and charts enhance
- ❖ Used to present complex results in a readable way
- ❖ Remember to **cite** charts and graphs.

**Illustration of New Lease Accounting**

		Year	1	2	3	4
Cash Flow	Present Value (1 <sup>st</sup> year)					
	Cash Flow		1,000	1,000	1,000	1,000
Balance Sheet at beginning of year	Year	1	2	3	4	
	Asset	3,465	2,599	1,733	866	
	Liability	3,465	2,673	1,833	943	
P&L Expense	Year	1	2	3	4	
	Depreciation	866	866	866	866	
	Interest	208	160	110	57	
	Total	1,074	1,027	976	923	
Lease Liability Acctg	Year	1	2	3	4	
	Begin Balance	3,465	2,673	1,833	943	
	Interest	208	160	110	57	
	Payment	1,000	1,000	1,000	1,000	
	End Balance	2,673	1,833	943	0	

Interest Expense
Beginning Balance

**Illustrative lease - Length: 4 years | Net Rent: \$1,000/year | Discount rate: 6%**

# How to Cite Figures

using APA

***Figure X.* Descriptive phrase that serves as title and description. Reprinted [or adapted] from “Title of Article,” by Author First Initial. Second Initial. Surname, Year, *Journal Title*, Volume(issue), page number. Copyright [Year] by the Name of Copyright Holder.**

# Emailing

- Use proper grammar
- **Proofread** your work
- Do not use “text speak”
- Include a proper closing and remarks.



Send	To...	joan.smith@company.com
Account ▾	Cc...	
	Bcc...	
Subject:		Thank You - Assistant Account Executive Interview

Dear Ms. Smith,

It was very enjoyable to speak with you today about the assistant account executive position at the Smith Agency.

The job seems to be an excellent match for my skills and interests. The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,

Jane Jones

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Jane Jones  
janejones@gmail.com  
(555) 555-5555



# Texting

- Do not use acronyms or initialism.
- Grammar still applies.
- Inquire about your company texting policy.



# Can you **Fix** These Sentences?

- I always have a coffee at Barnes & Nobles before going to work at Fords.
- I always have a coffee at **Barnes & Noble** before going to work at **Ford**.
- When shopping at Macy's, I always use my two hundred fifty dollar gift card.
- When shopping at Macy's, I always use my **\$250** gift card.

# What is **Wrong** with These Sentences?

1. The Vice President of Fake Money lives north of the main office.

Vice president should not be capitalized because it is used instead of a person's name.

2. He bought stock in boeing, thermax, and tata steel.

Boeing, Thermax, and Tata Steel are proper nouns.

3. The distributor sold approximately nineteen point eight percent of our total net sales.

19.8%

# Point of View

❖ **Use** the third person point of view:

**The research showed...**

❖ **Avoid** the first person point of view:

**I found out that...**

❖ **Avoid** second person point of view:

**You can see that...**



# The Art of Writing Paragraphs

- ❖ Only **one** topic per paragraph
- ❖ The details within your paragraph **support** your topic sentence



# The **Thesis** Statement

- ❖ Most important sentence of your essay
- ❖ Outlines central purpose of your essay
- ❖ Combines subject with controlling idea
- ❖ Usually found in the first paragraph of an essay.

# Two Truths and a Lie

1. The thesis statement is essential in crafting a strong essay.
2. Supporting details are used in the conclusion of the essay to prove your point.
3. The introduction will engage your reader and establish your direction.

# Citations

- ❖ Give credit to the work of another.
- ❖ Use for both quotations and paraphrasing.
- ❖ Mandatory to avoid plagiarism

# Citations

## MLA

- Author's last name
- Page number
- Works Cited page

## APA

- Author's last name
- Year published
- Page number
- References page

## Works Cited (MLA)

- An alphabetical list of works to which you have made reference.
- Used when citing sources using MLA (Modern Language Association) style.
- Only list items you have actually referred to and cited in your paper.

## Bibliography/References (APA)

- Lists all of the material you have consulted in preparing your essay whether or not you have actually referred to and cited the work.

# What is a Signal Phrase?

- ❖ A part of a sentence that introduces the author of the work you are referencing.
- ❖ It can also include the title of the work.
- ❖ Can start with:
  - According to Mr. Monopoly, “....”
  - The author, Mr. Monopoly, once wrote, “....”
  - In his novel, *How to Win Monopoly*, George Clooney states, “....”

# Citations – Quotations

## MLA

**Without** Signal Phrase: “At this point, experienced Monopoly players become highly focused on acquiring at least one significant color group and rapidly developing it” (Orbanes 53).

OR

**With Signal Phrase:** According to Orbanes, “At this point, experienced Monopoly players become highly focused on acquiring at least one significant color group and rapidly developing it” (53).

# Citations – Quotations

## APA

“At this point, experienced Monopoly players become highly focused on acquiring at least one significant color group and rapidly developing it” (Orbanes, 2007, p. 53).

OR

According to Orbanes (2007), “At this point, experienced Monopoly players become highly focused on acquiring at least one significant color group and rapidly developing it” (p. 53).

# Citations – Paraphrase

## MLA

The game of monopoly shows how there is a change in attitude through the beginning, middle, and end. The same should be practiced in the real world of business (Orbanes 57).

## APA

The game of monopoly shows how there is a change in attitude through the beginning, middle, and end. The same should be practiced in the real world of business (Orbanes, 2007, p. 57).

# Can you **fix** this **MLA** citation?

Professor Bob Dylan (2004), author of several best-selling business books, argues for more diversity in the workplace.  
([www.businessstoday.net](http://www.businessstoday.net))

Professor **Bob Dylan**, author of several best-selling business books, argues for more diversity in the workplace **(57)**.

# Two Truths and a Lie

1. When writing papers for business/accounting classes, you should use as many graphs and charts as possible to support your thesis.
2. When writing papers for business/accounting classes, you should avoid using the first-person point of view.
3. When writing papers for business/accounting classes, you should have topic sentences for all your paragraphs.

# Resources

- <https://owl.english.purdue.edu/owl/>
- <http://www.schoolcraft.edu/a-z-index/learning-support-services/learning-assistance-center/writing-fellows>
- <http://libguides.gwumc.edu/c.php?g=27779&p=170358>
- **The Writing Fellows** are located in the L.A.C. and are available for assistance!

# Bibliography

Food Ingredients First (2015). *Hershey Begins Move to Simple Ingredients, Reaffirms Outlook.*

*Google Images.* N.p., n.d. Web.

The Hershey Company 2013 Annual Report (2015). 1-10.

*Purdue Owl.* N.p., n.d. Web..

VanderMey, Randall, Verne Meyer, John Van Rys, Dave emper, and Pat Sebranek.

*The College Writer.* Boston: Houghton Mifflin Company, 2004. Print.