



UNIVERSITY  
OF THE PEOPLE



---

# UNIVERSITY OF THE PEOPLE

---

BUS 4403-01 BUSINESS POLICY AND STRATEGY - AY2025-T1

LEARNING JOURNAL 1

INSTRUCTOR: YOGITA NARANG



As CEO of UPS, I would lead the global logistics giant to connect businesses and customers through timely deliveries. UPS transcends mere shipping; it forms a vital part of the global economy. I envision transforming UPS into an innovative sustainable and technology-driven organization. This transformation would not only meet current demands but also anticipate the future of logistics and e-commerce. From my student perspective UPS holds immense potential to shape the future of global trade and commerce.

### **Vision Statement:**

"To be the most innovative and sustainable logistics provider, leveraging cutting-edge technology to create seamless, efficient, and eco-friendly solutions for customers worldwide."

### **Mission Statement:**

"Our goal is to improve trade by providing smart, trustworthy, and environmentally friendly logistics solutions. As we adjust to the changing demands of a global market, we work to minimize our environmental effect, empower our staff, and provide customers with unmatched value."

As CEO I would prioritize driving technological innovation at UPS. I aim to position UPS as an industry leader by embracing automation artificial intelligence and data analytics. We will adopt automated sorting systems using AI to optimize delivery routes and implement real-time data tracking. These advancements will enhance accuracy and efficiency improving customer satisfaction while reducing operational costs. My vision leverages cutting-edge



technology to revolutionize UPS operations keeping pace with the rapidly evolving logistics industry.

Another top objective would be sustainability. In addition to researching alternative fuels and creating carbon-neutral delivery options, I would invest in electric delivery trucks. Partnerships with environmental groups would also help UPS maintain its position as the industry's most progressive and environmentally conscientious company.

Lastly, I would concentrate on staff development. People are the key to a company's success, and at UPS, every employee—from CEOs to delivery drivers—would get the tools, support, and training they need to succeed. By doing this, UPS would promote an inventive, cooperative, and accountable culture.

In conclusion, if I were UPS's CEO, I would prioritize combining technology, sustainability, and staff development to guarantee the business's long-term success and favorable influence on the world economy.