**JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY**

**SECTOR 62, NOIDA, UTTAR PRADESH**



**PCP PROJECT REPORT**

**BATCH – B11**

**SUBMITTED BY :-**

KAMAL GARG 21103231

RHYTHM SRIVASTAVA 21103234

SRISHTI GARG 21103227

DIVYA 21103233

HIMANSHU DIXIT 21103262

**ACKNOWLEDGEMENT**

We have taken a lot of effort into this project. However, completing this project would not have been possible without the support and guidance of a lot of individuals. We would like to extend our sincere thanks to all of them.

We are highly indebted to Dr. Badri Bajaj for his guidance and supervision. We would like to thank him for providing the necessary information and resources for this project.

We would like to express our gratitude towards our parents and our friends for their kind co-operation and encouragement which help us a lot in completing this project.

Our thanks and appreciations also go to our colleague in developing the project. Thank you to all the people who have willingly helped us out with their abilities.

**INTRODUCTION**

Qualcomm is an American multinational corporation headquartered in San Diego, California, and incorporated in Delaware. It creates semiconductors, software, and services related to wireless technology. It owns patents critical to the 5G, 4G, CDMA2000, TD-SCDMA and WCDMA mobile communications standards.

Qualcomm was established in 1985 by Irwin M. Jacobs and six other co-founders. Its early research into CDMA wireless cell phone technology was funded by selling a two-way mobile digital satellite communications system known as Omnitracs. After a heated debate in the wireless industry, the 2G standard was adopted with Qualcomm's CDMA patents incorporated. Afterwards there was a series of legal disputes about pricing for licensing patents required by the standard.

Over the years, Qualcomm has expanded into selling semiconductor products in a predominantly fabless manufacturing model. It also developed semiconductor components or software for vehicles, watches, laptops, wi-fi, smartphones, and other devices.

In 2016, Qualcomm developed its first beta processor chip for servers and PCs called "Server Development Platform" and sent samples for testing. In January 2017, a second generation data center and PC server chip called Centriq 2400 was released. PC Magazine said the release was "historic" for Qualcomm, because it was a new market segment for the company. Qualcomm also created a Qualcomm Datacenter Technologies subsidiary to focus on the PCs and servers market. In 2017, Qualcomm introduced embedded technology for 3D cameras intended for augmented reality apps, and also developed and demonstrated laptop processors.

**SKILLS**

Teaching employees new skills affects retention and turnover rates. Based on a Korn Ferry Report 50% of all employees will need reskilling by 2025, driven by organizations taking the responsibility to fill skill gaps. A solid skill development plan meets your company’s skill requirements, drives employee retention and increases workplace engagement.

**1. Talent Attraction :**

Driven, successful people want learning opportunities. It has been found that upskilling and reskilling are the top priority for Qualcomm globally. It’s not just a good practice to keep employees engaged – it’s essential to creating a positive workplace environment at Qualcomm.

### 2. Staff Development :

Companies like Qualcomm understand that employees have their own career goals and are always looking for ways to reach their full potential. If their current workplace doesn’t have sufficient programs, they’ll look for one that does. Skill development reduces the risk of losing employees due to a lack of opportunities and equips them to take up new roles and responsibilities with added capabilities.

### 3. Succession Planning :

Investing in workers today means creating managers for tomorrow is the motto of Qualcomm. Without strong leadership, teams fall apart. That’s why you need [a succession plan](https://www.selecthub.com/talent-management/succession-planning-means-nurturing-talent-pipeline-throughout-organization/). Qualcomm believes in investing in personal and professional growth — coupled with the use of [talent management software](https://www.selecthub.com/talent-management-system/) to automate the process where they can identify and promote candidates who add the most to a company.

### 4. Engagement :

Career growth keeps people motivated. Company’s staff is much more likely to improve with a clear plan and well-defined goals. [Qualcomm](https://ideas.repec.org/a/mth/ijhr88/v11y2021i1p374-388.html) promote practices which allow businesses to compete, innovate, produce, improve service and reach objectives.

### 5. Performance and Productivity :

Talent is the greatest asset of any organization, so a company needs to protect and invest in them like any other resource. Training opportunities at Qualcomm contribute to better employee retention and overall increases in productivity.

### 6. Continuous Improvement :

Incorporating workshops, industry-specific conferences and learning materials about new developments are all effective tools used by Qualcomm to ensure [that their workforce is ahead of the curve in the industry](https://www.selecthub.com/learning-management/lms-continuous-learning-career-development-survey/). Deploying strategic tools to develop employee skills is vital to identify weaknesses, drive retention, increase productivity and help employees adapt to changing roles and responsibilities. Figuring out the right competencies for one’s team helps everyone.

### 7. Communication :

From the day a new person joins the team, Qualcomm provides a clear strategy for promoting and encouraging communication between colleagues or between different level positions in the organization. Strong communication reaps big benefits and makes the workplace more pleasant for current and prospective employees. Moreover, it facilitates healthy relationship-building and creates an interactive work environment.

### 8. Technology :

Industry-specific software solutions are a reality for most businesses, so Qualcomm has a system for training quickly and effectively. While technology is becoming more intuitive each year, it’s also changing faster than ever. Both organizations and individuals must be ready to adapt.

### 9. Soft Skills :

AI and automation are becoming more prevalent. They’re especially needed in leadership to attract and retain top talent and mitigate future problems. Besides, they excel in team communication, improve conflict resolution and help employees perform better in a diverse environment.

Here are some of the most important factors that Qualcomm focuses on:

* Creativity
* Persuasion
* Collaboration
* Adaptability
* Emotional Intelligence

**VALUES**

Values in the company is a set of guiding principles, which can help employees to understand the workplace area and make clear vision about the company's purposes. It allows creating strong relationships in teams, overall vision in the organization and mechanism for easier management of employees. The values should reflect and support the organizational culture and align with the employee's values. Due to the alignment of values, the company as a whole can achieve its core mission. People create a good working relationship when people understand one another and each pursues a common goal. The current corporate culture allows some new employees to immediately feel 'at home' and join a group of enthusiastic like-minded people.

**1. Collaboration :**

Employee’s ability to collaborate with co-workers is just as important as your ability to work independently.

"Collaboration with teams across the organization always stand out," says Connie Ybarrondo , a GRC training manager at Qualcomm. "I always look at an employee's internal branding to see how they are viewed by others."

**2. Ownership :**

"We at Qualcomm value something called FLO: 'Full Leadership Ownership.' We promote people who demonstrate an ownership of the outcome of their project," says Connie Ybarrondo, Co-founder of Qualcomm. "That means doing whatever it takes to get it done — staying late, getting creative, pulling in resources to help if they need it. FLO comes from a personal desire to put the ball into the end zone and score. Not just pass the ball around."

**3. Effort :**

When it comes to work ethics at Qualcomm, it's not always just about hitting specific milestones but they look at the effort an employee is putting in — does their report exhibit self-discipline and adaptability? Are they focused and being creative? The amount of effort you put in will speak volumes to your boss.

"It's more about the amount of effort I see, rather than specific milestones," says Connie Ybarrondo., a marketing director.

**4. Reliability :**

For an employee to move up in company Qualcomm , he/she needs to show the boss that they can always count on him/her. Punctuality, initiative, friendly manner and the ability to show development are the key factors that it looks for in an employee.

**5. Learning from failure :**

Nobody is perfect — we all experience failures at some point in our careers. But, how you handle your mistakes could turn into a positive outcome. Your boss will notice your ability to turn things around.

Qualcomm celebrates failure and creates an atmosphere where people are encouraged to try new things and see if it works.

**6. Autonomy :**

Qualcomm focuses on an individual ability to work independently, taking ownership of tasks and projects, as well as how they delegate work to others.

**7. Honesty :**

For centuries, philosophers and laymen have pondered the value of honesty. In a society where it’s widely accepted that being dishonest is a poor trait in a human being.

Qualcomm believes more transparent the work environment, the happier the employees are. The happier employees are, the more productive they are. Ultimately, honesty builds trust in the company and confidence in leadership.

**8. Hard work :**

For Qualcomm Hard work is the idea that you work more hours than the average person in your field. And that within these working hours, you go work hard on your craft.

Qualcomm hire consistently from within by promoting their existing employees into leadership positions. When employees achieve those skills and have developed that mindset Qualcomm celebrates their success, promote them and then support them through very clear milestones of learning and deliverables. In this way they are set up for success because they know what success is from day one – and they know they have the support and help to get there."

**9. Creativity :**

Thinking outside the box always sets you apart from your co-workers — and helps keep yourself creatively strong. For Qualcomm unique and out of the box solutions to every problem is way to a good team and success resolving to potential forms.

**ETHICS**

**“Culture more than rulebooks determine how an organization behaves.” – Warren Buffet.**

Business ethics studies appropriate business policies and practices regarding potentially controversial subjects, including corporate governance, insider trading, bribery, discrimination, corporate social responsibility, fiduciary responsibilities, and much more. The law often guides business ethics, but at other times business ethics provide a basic guideline that businesses can follow to gain public approval.

**1. Conflicts of interest:**

In performing their job duties, employees are expected to use their judgment to act, at all times and in all ways, in the best interests of Qualcomm. A "conflict of interest" exists when an employee's personal interest interferes with the best interests of Qualcomm. For example, a conflict of interest may occur when an employee or a family member receives a personal benefit as a result of the employee's position with Qualcomm. A conflict of interest may also arise from an employee's business or personal relationship with a customer, supplier, competitor, business partner, or other employee, if that relationship impairs the employee's objective business judgment.

Employees should attempt to avoid conflicts of interest and employees who believe a conflict of interest may exist should promptly notify the Legal Department. The Legal Department will consider the facts and circumstances of the situation to decide whether corrective or mitigating action is appropriate.

**2. Equal opportunity:**

Qualcomm is committed to ensure that all workers are treated equally, and it do not tolerate discrimination based on race, color, national origin, gender, gender identity, sexual orientation, religion, creed, the presence of any physical, sensory, or mental disabilities, age, political ideology, pregnancy, citizenship, migrant status, veteran status, ethnicity, ancestry, caste, marital or family status, or other legally protected status in hiring and working practices, such as job applications, promotions, job assignments, training, wages, benefits, and termination. Its aim is to ensure employment decisions and actions are based only on business-related considerations focused solely on an individual’s ability to perform the work, not their personal characteristics. As outlined in its Code of Business Conduct and Ethics, it do not tolerate discrimination, violent and threatening behaviour, or harassment.

**3. Safe and healthy workplaces :**

Qualcomm provides a clean, safe and healthy work environment. Each employee has responsibility for maintaining a safe and healthy workplace by following safety and health rules and practices and reporting accidents, injuries and unsafe conditions, procedures, or behaviours.

Violence and threatening behaviour are not permitted. Employees must report to work in a condition to perform their duties, free from the influence of illegal drugs or alcohol.

We strive to be the most safety-centric organization in the world. We provide a clean, safe, and healthy work environment. The health, wellness, and safety of our workers is our number one priority. Everyone has the right to a safe and healthy workplace with appropriate rules and practices for reporting and preventing accidents, injuries, and unsafe conditions, procedures, or behaviours.

**4. Diversity and Inclusion :**

Qualcomm is committed to diversity and inclusion throughout its business. It seeks individuals from all backgrounds to join their teams, and it encourages people to bring their authentic, original, and best selves to work.

**5. Fairness:**

Everyone should have the same opportunities and be treated the same. If a practice or behaviour would make one feel uncomfortable or place personal or corporate benefit in front of equality, common courtesy, and respect, it is likely not fair.

**6. Loyalty:**

Leadership should demonstrate confidentially and commitment to their employees and the company. Inspiring loyalty in employees and management ensures that they are committed to best practices.

**7. Environmental concern :**

In a world where resources are limited, ecosystems have been damaged by past practices, and the climate is changing, it is of utmost importance to be aware of and concerned about the environmental impacts a business has. All employees at Qualcomm are encouraged to discover and report solutions for practices that can add to damages already done.

**8. Transparency :**

Stakeholders are people with an interest in a business, such as shareholders, employees, the community a firm operates in, and the family members of the employees. Without divulging trade secrets, Qualcomm ensures that information about their financials, price changes, hiring and firing practices, wages and salaries, and promotions are available to those interested in the business's success.