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# National University of Computer & Emerging Sciences – FAST Peshawar Campus

***Fundamental of management***

***Report 01***

***BCS-3A***

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**Uptek:**

Uptek is a company that makes computer programs. They have been around for more than three years. They are known for hiring really good developers who are experts in their field. Uptek does many different things in software, like making custom programs for clients, giving advice on computer stuff, helping with ongoing support, and knowing a lot about different industries.

In simple words, Uptek is a well-established software company that is good at hiring smart developers and offers many services. They focus on making custom software, coming up with new ideas, and helping clients. This makes them a trusted partner for businesses looking for software solutions in today's competitive technology world.

**Hawthorne Studies:**

Even though the Hawthorne Studies mainly looked at factories, what they discovered about how people's feelings and motivation affect how much they get done can still matter for Uptek. Uptek knows that it's important for their employees to feel good and stay motivated, and this matches up with what the Hawthorne Studies talked about when it comes to work.

**System Approach:**

Uptek uses a "systems approach" specifically closed system by looking at how different parts of their company are connected. They think about things like managing projects, making sure employees are happy, and how they work with clients. They know that if they make changes or improvements in one area, it can affect the whole company.

**Situational Approach:**

At Uptek, they take a tailored approach to software development strategies and project management methods. They adjust these based on what each client needs. They know that not every situation can be solved with the same solution, so they customize things to fit.

**Current Trends & Issues:**

To stay at the front of the software development industry, Uptek stays informed about the latest trends and problems. This means they keep up with new technologies, cybersecurity threats, and the best ways to do things in the industry. They do this so they can offer advanced solutions while also reducing risks effectively.

**Ethics:**

When it comes to Uptek, it's important to mention that they strongly believe in certain values. Their main values are honesty, integrity, and fairness in all their business dealings. This helps build trust with both clients and stakeholders.

**Workforce Diversity:**

Uptek understands the importance of having a diverse workforce. They encourage an inclusive environment where people from different backgrounds can share their unique viewpoints and skills. This diversity can result in increased creativity and better problem-solving.

**Entrepreneurship:**

Uptek, being a software development company, shows entrepreneurial qualities by creating their software products and platforms alongside offering customized solutions. This entrepreneurial mindset sparks innovation and helps the company grow.

**E-Business:**

Uptek adopts e-business methods by using digital technologies for client communication, managing projects, and marketing. They make use of online platforms to work together with clients and provide their software solutions worldwide.

**Learning Org and Knowledge Management:**

Uptek encourages a culture of continuous learning among its employees, where they are motivated to keep improving their skills and knowledge. They also have systems in place to manage knowledge effectively, so they can collect and share valuable insights and the best ways of doing things.

**Quality Management:**

Uptek gives great importance to managing quality. They make sure that their software products and services meet very high standards by doing thorough testing, quality checks, and always trying to get better.

By using these ideas and methods in their work, Uptek wants to not only provide outstanding software solutions but also create a workplace that values things like ethics, diversity, innovation, and quality. This matches up with modern ways of managing a company.

***Meeting Picture*** 