Project Proposal

Course Code: CS4001

Course Title: Professional Practices in IT

Section: E

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PROJECT PROPOSAL

Executive Summary:

In light of Professional Practices in Information Technology, we aim to conduct our research and perform real-time cases by selecting a company that we will talk about shortly. We have taken a particular area from our course that we are going to target and focus on. Based on that particular area, we will develop a questionnaire to ask them about the practices they currently follow in their organization and see how much they entail Professional Practices in their company's administrative, business, and marketing policies.

This project will not only help us get in touch with the senior administrative staff of the company and get a chance to interview them, but we will also learn the practical implementation and importance of our theoretical concepts that are implemented in real-time with the actual concrete example from a top multinational organization that is often known for its professionalism. The aim of this study is also to highlight some of the areas in which this particular organization is not following the professional practices that it should follow, and we will suggest some recommendations that can broaden their discussion and include them in policies.

Target Company:

Description about company

The organization that we have intended to interview for their administration is **"Afiniti"**. Afiniti is an award-winning business change consultancy that delivers change with a people focus. They're all about making change stick, and their three core values of '**People at the Heart, Put the Client First, and Act with Integrity**' reflect their passion and commitment to shaping and delivering sustainable change with their clients.

They have specialist teams in change management, learning, engagement, communications, and project management who, together, deliver successful projects and programmes across a number of sectors and industries. With an extensive history of running global programmes and delivering substantial changes in behaviours, mindsets, and working practices, they've established long and productive partnerships with their clients, who see them as trusted advisers and an extended part of their team.

Afiniti is a leading provider of customer experience (CX) and artificial intelligence (AI). Their CX AI solutions deliver measurably better business outcomes for some of the largest enterprises in the world. Their technology is used globally in the healthcare, telecommunications, hospitality, insurance, and banking industries and across multiple customer experience channels.

Founded in 2006, the company is headquartered in Hamilton, Bermuda.

Reason to target

The reason to target this company is because the clients of Afiniti include some Fortune 500 companies and some famous Silicon Valley based startups. To introduce such big clients on board requires a high level of professionalism which is only possible if the company follows professional practices in their work culture.

For a sixth year running, Afiniti has been named in the Financial Times special report 'UK's Leading Management Consultants 2023' as one of the best UK management consultancies.

Expertise of the company

As per their LinkedIn profile, they are specialized in the following domains:

Big Data, Cognitive Computing, Satisfaction Optimization, and Bayesian Analytics.

Reference: Afiniti | LinkedIn Profile Page

Target/Contact Person:

The contact person that we have aimed to target is **"Shamayel Atiq"** from the company. He is currently the "Assistant Manager Talent Acquisition" in the company for about over two years, where he focused on:

1. Requirement and Selection of employees

2. Maintaining Employee relations

3. Preparing and managing company's Training Dashboard

4. Organizational development

5. Talent Sourcing & Acquisition Strategies

6. Employer Branding & Talent Engagement

7. Professional Development & Growth

He is a very senior HR representative in the company and deals with the majority of professional issues related to the employees, new hires, managers, and businesses. Thus, he was the most suitable person for us to approach and interview him.

Reference: [Shamayel Atiq | Assistant Manager Talent Acquisition at Afiniti](#)

PROJECT ABSTRACT

Abstract:

The project research aims to conduct an in-depth analysis and interview on the application of professional practices in the multinational company, **"Afiniti"**. For a sixth year running, Afiniti has been named in the Financial Times special report 'UK's Leading Management Consultants 2023' as one of the best UK management consultancies and has partnered their businesses with Fortune 500 companies and numerous startups. We've particularly interviewed **"Shamayel Atiq"**, an "Assistant Manager Talent Acquisition". He has been working with this company for about over two years and has dealt with numerous issues related to implementation of professionalism in the company and the application of professional practices. We had prepared the questionnaire entailing a total of 30 questions related to some specific areas of teachings of Professional Practices in IT. These topics include HR and administrative policies, Contracts, Discrimination policies, Registration, Company, and Individual activities in the company. We also presented some of the suggestions in regards to the questions we have asked and where we have felt that his particular answers did not include the ideal practices that multinational companies should try to include in their fundamentals, contracts, and business strategies.