महात्मा ज्योतिबा फुले रोहिलखण्ड विश्वविद्यालय, बरेली
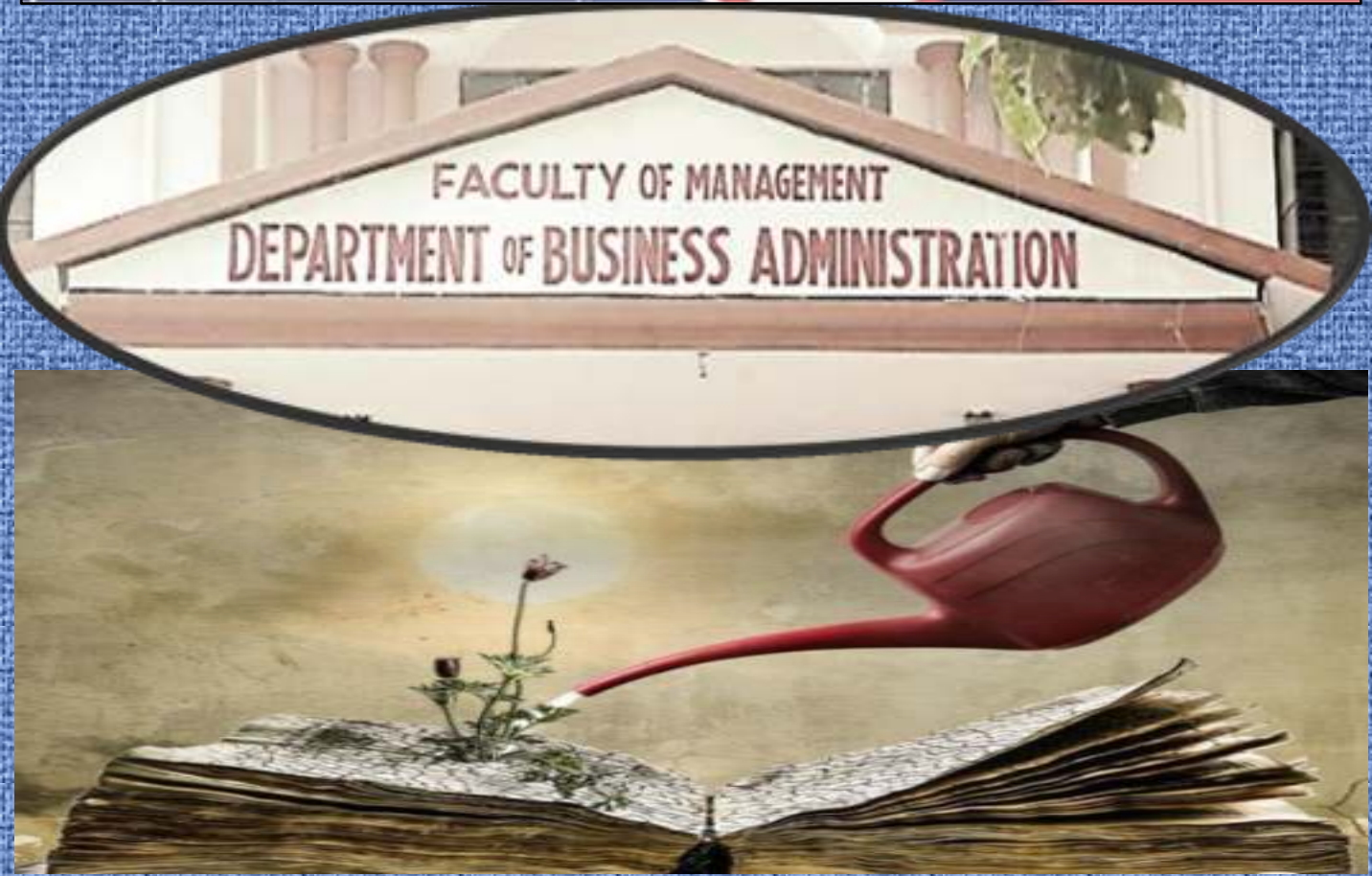MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

www.MJPRU.ac.in

NAAC A++

CONGRATULATIONS

All faculty members, University officials, University staff members, Students and all the stakeholders of the University for NAAC A++ Grade.

- Prof. K.P. Singh
Vice Chancellor

Pilibhit Bypass Road, M.J.P Rohilkahand University.

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION

Self Expression

MAGAZINE-ABHIVYAKTI

'**Abhivakti**' is the quarterly magazine of Department of Business Administration, MJP Rohilkhand University Bareilly. The departmental magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra co-curricular activities completes the process of education.

The magazine highlights a glimpse of growth of the department on many fronts. The Department of Business administration has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students.

ABHIVYAKTI

* **Department of Business Administration**

It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.
" Learning is a continuous process from the minute we are born, until we die." The department provides a platform for every student to develop his/her learning skills through this magazine. As you scan through the pages, it will enlighten you with the articles related to burning issues. Besides, our budding talents have expressed their thoughts, ideas , aspiration in a creative way. This magazine should be a good source of guidance for the upcoming batches of students in choosing activities of their choice in their future for building their career. I congratulate Teaching staff, editorial board and students of the Department for bringing this edition of Abhivyakti Magazine.
Wish you all the best.

Prof. Tulika Saxena

FOUNDER OF WALL MAGZINE

The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.
The basic concept was to keep the department and particularly the students abreast of the latest happenings in the business world not only in the domestic market but also around the globe.
Abhivayakti is managed totally by a team of students who work enthusiastically to keep it updated.

अभिव्यक्ति

* Prof. Raj Kamal

EDITORIAL TEAM

We make a great team together

Dr. Bhawna Saxena
Layout Designer

Presenting you the E-magazine 'Abhivyakti'. I thank all the writers of our department who contributed to this issue of the magazine. Please go through the magazine & send us your feedback and suggestions. We look forward for your continued support to the magazine

Dr. Nandita Sharma
Content Provider

I thank the support of our team members & support from our management, faculty and students for article contribution. Please take a moment and read articles . I hope you enjoy reading the magazine.

Read Articles

The Triad: Exploring Data Science, Engineering and Analytics

* The article is given by Parmita Bhatia, a student of Bachelor of Management Studies. Data science, data engineering, and data analytics are all related to data and are part of a company's data team. Data Science uses programming, math, and statistics to analyse data to find patterns and trends. Data engineering Involves designing and building systems for collecting, validating, storing, and analysing data at scale. Data analytics involves examining data sets to find trends and draw conclusions about the information they contain.

* In this article Parmita elaborated the above three terms beautifully.

* Parmita Bhatia
* BMS II Semester

Read Articles

* Firewall Security

* The article is written by Ananya Agarwal, a student of Bachelor of Management studies. Firewall security is a network security system that monitors and controls incoming and outgoing network traffic to prevent unauthorized access.

* The article has pointed out firewall vendors, reviews and overall ratings.

* Ananya Agarwal
* BMS II Semester

Read Articles

* ## Internet of Things (IoT)

* The article is written by Khyati Saxena, a student of Bachelor of Management Studies. The Internet of Things (IoT) is a network of physical objects that are connected to the internet and can exchange data with other devices and systems. These objects, also known as "smart objects", can include household items, industrial tools, and vehicles.

* In this article Khyati has emphasized the role of IoT.

* **Khyati Saxena**
* **BMS II Semester**

Read Articles

4

Robotic Science

The article is written by Dhruv Agarwal, student of Bachelor of Management Studies. Robotic science is a branch of engineering and computer science that involves the study and development of robots.

Dhruv has emphasized on history of Robotic Science.

Dhruv Agarwal
BMS II Semester

Read Articles

5

Network Diagram

The article is written by Abhishek Kumar, a student of Bachelor of Management Studies. The internet is a global network that allows people to share information and communicate with each other, while an extranet is a private network that provides access to restricted information for external parties.

In this article he has discussed about internet and extranet through a diagram.

Abhishek Kumar

BMS II Semester

6

Data Breaching and how to prevent it

The article is written by Jai Singh Khelal, a student of the Bachelor of Management Studies. A data breach is a security incident in which unauthorized people gain access to sensitive or confidential information. This can include personal data, such as social security numbers, bank account numbers, and healthcare data, or corporate data, such as customer records, intellectual property, and financial information.

In this article, Jai discussed the prevention of data breaches.

Jai Singh Khelal
BMS II Semester

PHOTO STUDIO

Wall Magazine

अभिव्यक्ति

OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति

1 Aditya Narayan Singh, BMS IV sem

3 Riddhi Saxena,BMS IV sem

5 Ananya Agarwal BMS II Semester

2 Pragya Tiwari, BMS IV sem

4 Aryan Sukla, BMS IV sem

6 Abhishek Kumar BMS II Semester

TEAMWORK MAKES THE DREAM WORK

OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति

7

Khyati Saxena BMS II Semester

8

Dhruv Agarwal BMS II Semester

9

Jai Singh Khelal BMS II Semester

"Teamwork makes the dream work."

John C. Maxwell

"*Education is the most powerful weapon which you can use to change the world.*"

– Nelson Mandela

"Coming together is a beginning. Keeping together is progress. Working together is success."

~Henry Ford

DIGITAL ISSUE RELEASED

JANUARY- MARCH, 2023

January- March, 2024

OCTOBER- DECEMBER, 2022

OCT-DEC, 2023

APRIL-JUNE, 2023

Seven Digital Issue Released

अभिव्यक्ति

Learning gives
creativity,
creativity leads
to thinking,
thinking provides
knowledge,
knowledge makes,
you great.

A.P.J. Abdul Kalam

thank
you

DEPARTMENT OF BUSINESS ADMINISTRATION