Research on the Integration Strategy of Accounting Majors in Colleges and Universities under the Background of Internet Cloud Finance

Zhang Xunge
Ningbo City College of Vocational Technology, Ningbo, Zhejiang, 315100, China
email: 9770219@qq.cm

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Abstract: Under the background of internet cloud finance, the economy of our country has ushered in the rapid development, has brought the influence which can not be ignored to the accounting profession and the education field, the education idea of the integration of production and education should also be born. The integration of production and teaching is a new way to train talents in colleges and universities in recent years. For accounting majors, the integration of high-efficiency production and teaching can quickly realize the cooperation between colleges and enterprises, improve the quality of talent training in colleges and universities, and have an important influence on the education and enterprises in colleges and universities. After a period of exploration, our school gradually built a practical training platform for accounting majors to lay a solid foundation for talent training and innovation. The following will focus on the current Internet cloud financial background accounting professional integration of industry and education policy.

1. The Present Situation of Accounting Major in China and the Problems in the Implementation

For the students of accounting major, there are certain requirements for students' practical work ability in the future social work. In order to effectively improve students' competitiveness in social work, colleges and universities should pay attention to the improvement of students' practical ability in the process of education, and pay attention to the teaching method of the integration of production and teaching. In recent years, the teaching concept of integration of industry and education has been widely concerned and recognized, and has been practiced in a large number of colleges and universities, and has made some achievements initially, but there are still some shortcomings in the practical application process. Colleges and universities should fully seize the opportunity of Internet cloud finance, better realize the integration of accounting majors, and lay a solid foundation for students' social practice in the future.

(1) the curriculum of the accounting profession is unreasonable

Analyzing the teaching course design of accounting major in our country, it is found that the teaching of accounting major in most colleges and universities still takes the teaching of theoretical knowledge as the main teaching content, and the teaching system of accounting specialty as the center is often adopted in colleges and universities, paying more attention to the cultivation of students' accounting professional quality, so as to urge students to strengthen the basis of accounting knowledge as the main teaching goal, in the daily accounting teaching process, teachers often adopt the teaching on the podium, students passively accept the teaching of accounting knowledge in the classroom, such a single and boring way, it is difficult for students to concentrate on learning knowledge and pay too much attention to theory in the classroom. But without correctly recognizing the importance of practical teaching to students, such a teaching method still exists widely in most colleges and universities in our country, which is not conducive to the improvement of students' accounting ability [1]. Most teachers adopt the way of following the book in the course of teaching, the teaching content is rigid and boring, and there are few flexible and innovative contents. In the accounting teaching class under the spoon-feeding teaching mode, it is difficult for
the students to learn the truly valuable knowledge. In order to better solve this problem, colleges and universities should pay attention to the renewal and reform of curriculum arrangement, innovate in the traditional curriculum design, take stimulating students' enthusiasm for learning accounting knowledge as the main teaching goal, and guide students to develop good learning concepts and habits. According to the investigation and research, some accounting students always have the mentality of muddling through the process of learning in colleges and universities, and it is difficult to be full of enthusiasm for the study of accounting professional knowledge from the inside to the outside. This kind of teaching quality is poor, which has a certain negative effect on the integration of industry and teaching of accounting major in colleges and universities.

(2) Lack of "double-qualified" teaching staff in colleges and universities

In college education, whether to have a "double-qualified" teaching staff is an important index to evaluate the quality of teaching in colleges and universities. The "double-qualified" teaching staff plays an important role in accounting teaching and plays an important role in promoting the integration of accounting majors [2]. Colleges and universities should attach importance to the formation of "double-qualified" teachers, take the large quantity and high quality as the core to set up "double-qualified" teachers, so as to lay a solid foundation and prepare for the efficient integration of high-efficiency accounting specialty. However, at present, it is very difficult for our country's high-efficiency accounting major to form a "double-qualified" teaching staff, the main reasons are as follows: first of all, teachers who serve as accounting professional educators in colleges and universities often carry out education work directly in colleges and universities after graduation, and lack practical work experience to a certain extent. Secondly, most of the accountants with certain work practice experience are unwilling to regard education as the focus of work, in such a background, the "double-qualified" teachers in colleges and universities are very difficult to form, and there are some practical puzzling factors.

![Figure 1 Accounting major](image)

(3) The construction of an off-campus training base is insufficient

At present, most of the accounting majors in colleges and universities have the problem of realizing the integration of industry and education: lacking the training base outside school, although most colleges and universities will recruit some interns of accounting majors, but these interns do not have real work experience, enterprises will not let them engage in deep accounting professional work, which leads to the inability of accounting students to learn professional knowledge and skills in the process of practice, which also hinders the development of the integration of industry and education [3].

2. The Policy and Strategy of the Integration of Accounting Majors in Colleges and Universities under the Background of Internet Cloud Finance

(1) Building a distance learning platform

Under the background of Internet cloud finance, colleges and universities should pay attention to the rational use of high-tech teaching, through the construction of distance teaching platform, close the distance between colleges and enterprises, and provide a prerequisite for the joint development
of education between schools and enterprises. The construction of remote platform in colleges and universities and the rational utilization of Internet technology can better realize the integration of industry and teaching of accounting major in colleges and universities, and lay the foundation for the development of colleges and enterprises. Through the network distance platform teaching, it can make the students feel close, face to face, understand the specific process of accounting major in the practical work, the enterprise teachers give the students correct and appropriate guidance, and can be clearly and clearly taught to the students through the distance teaching platform. If students encounter theoretical doubts in the process of enterprise practice, they can also consult and ask college teachers through the Internet remote platform to meet the students' learning needs and improve their learning efficiency. Therefore, setting up distance teaching platform in colleges and universities can connect the relationship between colleges and enterprises, better provide teaching for students' study, realize the integration of production and teaching of high-efficiency accounting specialty, and strengthen the teaching quality of accounting specialty in colleges and universities.

Figure 2 Internet cloud finance

Reform of classroom teaching in colleges and universities

With the rapid development of the Internet in the economic development of our country, the Internet and cloud finance have gradually penetrated into all aspects of people's life. In the field of education, colleges and universities should also pay attention to the reform and renewal of traditional teaching methods, further realize the classroom reform of accounting major, and improve the teaching efficiency of accounting major. Under the background of Internet, colleges and universities should grasp the opportunity, make full use of the convenience under the background of Internet, promote the reform of accounting specialty in colleges and universities, and prepare for the integration of industry and education in colleges and universities. Under the background of the Internet, colleges and universities should pay attention to the reform of teaching methods, not only pay attention to the teaching of accounting professional theory knowledge, but also pay attention to the requirements of students' practical ability, and carry out education by combining theory with practice, so as to better improve students' comprehensive ability and lay a solid foundation for realizing the integration of industry and education in colleges and universities. Through the rational use of Internet cloud finance, colleges and universities can achieve more efficient accounting professional teaching, improve the comprehensive accounting major, the analysis of the current social accounting market, accounting graduates in the market is oversupply, accounting graduates in the "monks and meat" situation, but most of the accounting graduates are difficult to meet the requirements of the enterprise to work. Accounting graduates only come from the university classroom, but no practical work experience, plus the university classroom is very difficult to keep pace with the times, most of the accounting graduates can not keep up with the pace of social enterprises, which is not conducive to the employment of accounting students in the social market. In order to better solve this situation, colleges and universities should make full and reasonable use of the Internet to reform and update classroom education, meet the needs of social development for talents, apply the advantages of the Internet, make enterprises achieve targeted education for the required talents, prepare for the work after graduation of accounting major, and meet the needs of enterprises for talents.
To promote the development of "double-qualified" teachers through the Internet

Under the background of Internet cloud finance, colleges and universities should make scientific and reasonable use of the advantages of the Internet, actively promote the "double-qualified" teachers in our school, improve the quality of teacher education, and provide a better prerequisite for the construction and development of "double-qualified" teachers. Most of the part-time teachers in colleges and universities are derived from experienced old accountants, and some of these part-time professors have the following problems in the construction of "double-qualified" teachers: first of all, although these part-time teachers have rich experience in accounting work, their teaching experience is very poor, so it is difficult to teach their own practical work experience to students in classroom teaching. Secondly, these part-time teachers also have some problems in time, and the situation of running on both sides of enterprises and colleges has greatly reduced the time of classroom teaching, so that part-time teachers can not teach on time. In the context of the Internet, the above two problems can be solved smoothly. Colleges and universities make rational use of the Internet to help part-time teachers to learn educational knowledge through network resources, to a large extent, to solve the problem of teaching quality; part-time teachers can show their work to students in real time through the Internet, so that students can have a clearer and clear understanding of accounting work. Fully mobilize the subjective initiative of accounting students to improve the efficiency of learning accounting knowledge.

3. Conclusion

Under the background of Internet cloud finance, colleges and universities should pay attention to promoting the integration of industry and education in accounting specialty, solve the teaching problems in accounting specialty, build the distance teaching platform, promote the development of the connection between colleges and enterprises, deepen the classroom teaching reform, promote the development of "double-qualified" teachers, and prepare for the realization of high-quality accounting professional education.

References

