Research on Practical Teaching of Financial Management Specialty in Local Applied Universities Based on the Concept of “Mass Innovation and Innovation”

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Abstract: Local application-oriented colleges and universities, guided by the needs of service industry development and regional economic development, cultivate high-quality application-oriented talents. The practical ability, entrepreneurial ability and employment quality of learners are the core criteria to evaluate their education quality. This paper expounds the concept of “double gen” can be incorporated into local applied in financial management of colleges and universities the necessity of professional practice teaching, build based on the concept of “double gen” local application-oriented university financial management professional practice teaching system, multidimensional of local applied in financial management of colleges and universities optimize practice teaching innovation, at the same time provide a powerful guarantee of practice teaching system, that the regional economic development is conducive to cultivating service needs of high-quality innovative financial management professionals.

1. Introduction

As an important part of higher education in China, local application-oriented colleges and universities are closely related to regional economic development and realize common development through cooperation. Local application-oriented colleges and universities, guided by the needs of service industry development and regional economic development, train high-quality application-oriented talents to learn Students' practical ability, entrepreneurial ability and employment quality are the core criteria to evaluate their educational quality. Therefore, practical teaching is a key link in the teaching system of local application-oriented colleges and universities, which will directly affect the quality of talent cultivation in local application-oriented colleges and universities.

With the continuous and steady growth of local economy, we should train financial management talents with solid professional knowledge and strong innovation ability to serve the local government Economic development is an important goal of local application-oriented colleges and universities. Since the financial management major was set up by the Ministry of Education in 1998, colleges and universities that set up this major have conducted extensive exploration and research on the talent training mode of financial management, and achieved some achievements, but the reality of financial management Practice teaching is a short board, the traditional practice teaching is a variety of single and plane arrangement of the teaching mode [1-2], each link for zheng, touch each other, no inner link, failed to form an effective system, the serious influence and restrict the financial management of the improvement of the quality of talent cultivation and the cultivation of students' innovative ability, the defects in the local professional is especially applied in financial management of colleges and universities Highlight [3-4]. Therefore, the concept of “mass innovation and innovation” should be integrated into the practical teaching of financial management major in local application-oriented universities, teaching methods should be reformed, and the spirit of innovation and entrepreneurship should be integrated into the whole process of talent cultivation [5-7], so as to enhance students' innovation and entrepreneurship consciousness, improve their...
innovation and entrepreneurship ability, and develop students' comprehensive quality. Therefore, it is urgent for local applied universities to innovate the practical teaching of financial management specialty problems to be solved.

2. Build a Practical Teaching System of Financial Management Specialty in Local Applied Colleges and Universities Based on the Concept of “Mass Entrepreneurship and Innovation”

Financial management major has strong theory, but also has strong practicality. Therefore, in order to meet the needs of the development of the new situation, it is urgent to integrate innovation and entrepreneurship education and practice teaching organically in the process of personnel training for financial management major.

Local applied in financial management of colleges and universities, such as the construction of practice teaching system from the curriculum design, experiment, practice and graduation practice, and related subject dimension of competition and social practice, the practice teaching and the basic theoretical knowledge, professional theory knowledge organically fuses in together, compose to build “one center, two platform, three and four level” multidimensional financial management professional practice teaching system, refers to the one center for applied talents training center, two platform refers to the first class and second class, the first class is refers to the practice experiment, design, training practice teaching links such as, The second class refers to military training, social practice, scientific and technological activities and related discipline competitions, which are rich in content and various in form. It focuses on cultivating students' innovation and entrepreneurship ability and teamwork spirit. The three combinations refer to the combination of basic theory and production practice, the combination of in-class required courses and extracurricular elective courses, the combination of practical teaching and scientific research, and the four levels refer to the basic practice, the comprehensive practice, the open application practice and the innovation and entrepreneurship practice.

3. Innovation of Practical Teaching of Financial Management Specialty in Local Applied Universities Based on the Concept of “Mass Innovation”

3.1 “1+2+1” Hierarchical Practical Teaching of Financial Management Major

The four years of financial management professional practice teaching as a whole, subdividing based on talent training target and gradually improve, to establish open basic practice, applied practice, comprehensive practice and innovative business practices such as four step by step to improve level of practice teaching system, introduced that is associated with this professional practice, so that the students can learn some management practice in the campus of the new technology; At the same time, with the help of all levels and all kinds of discipline innovation competition platform, guide students to actively participate in extracurricular science and technology activities; At the same time, excellent students will be recruited into teachers' research teams and encouraged to actively apply for various student science and technology funds. In local applied in financial management of colleges and universities to carry out the “1 + 2 + 1” practice teaching method of the hierarchical “1 + 2 + 1” is composed of a base level (basic practice teaching platform), two improved level (comprehensive practice teaching platform and applied practice teaching platform, this two level is professional practice platform), one for the innovation of academic entrepreneurship practice platform.

3.2 “Online and Offline” Teaching Methods Are Complementary

Internet, cloud computing, big data, such as the rapid development of information technology, applied to place in financial management of colleges and universities brings opportunity and challenge of talent cultivation, also for its financial management professional knowledge structure, innovation ability and comprehensive quality higher requirements are put forward, in the heart of the financial management of practical teaching offline and online information technology integrated classroom teaching, realize the students ability of practice learning anytime and anywhere, learning
space and time are no longer constrained, “online” complementary teaching method together, one of the “line” refers to build high quality financial management practice education platform based on Internet.First, build high-quality online teaching resources, and encourage teachers to establish an online teaching platform for practical courses of financial management major, including course content display, teaching materials, teachers, video resources, student interaction, etc., to intelligently monitor and real-time evaluate the progress and quality of students' practice.Second, under the background of big data, with the aid of computer software from the enterprise core data extracted from the massive financial data of output of an independent financial analysis, and then participate in the financial decision-making, financial management professional students study mainly by the financial data of calculating shift to use financial data to make decisions, to overcome the weak spot in financial management data calculation difficult;Finally, configure the fiscal and taxation for the financial management of the laboratory simulation experiment teaching software, and through the school server to load, its use is not subject to the restriction of space and time, through the campus network can be used, guides the student to use for lessons, micro lessons in extracurricular learning, make the learning process is not confined to the classroom, also solved the problems of practice class.

“Offline” pay attention to the optimization of financial management professional practice teaching model, the innovation of teaching content, classroom teaching is not constrained by lecture courses This content, at any time according to students' feedback, pay attention to the knowledge hierarchy in carding, earnestly do the combined with extensive speak, computer field combined with theory, strengthen students' mastery of knowledge and application, changing the single traditional teaching method, realize the diversification of financial management professional practice teaching method, concrete form are: the task driving method, case teaching method, practice guidance method, etc., at the same time invited well-known industry experts to lecture, to teach the financial management of actual combat experience.

3.3 We Will Actively Expand Off-Campus Practice Bases and Make Collaborative Innovation between Schools and Enterprises

The development of enterprises and society cannot be separated from the support of innovative talents, and the development of innovative talents cannot be separated from the cultivation of colleges and universities. The school Enterprise cooperation and innovation mode is the cooperative cooperation between different departments in the same value chain, and it is also the reality of financial management major in local application-oriented universities Local application-oriented universities and enterprises jointly explore the practical teaching of financial management specialty to meet the needs of enterprises To realize the win-win cooperation between universities and enterprises. The professional practice of financial management is jointly undertaken by enterprises and local application-oriented universities Teaching tasks, enterprises directly participate in the training of financial management professionals, universities can also use enterprises to carry out practical teaching, integration and innovation of financial management teaching mode, seek cooperation between universities and enterprises, integration of resources and talents. By actively exploring the construction of off-campus practice bases, hiring well-known entrepreneurs to offer innovation and entrepreneurship education courses, hiring enterprise mentors to guide the practical teaching of financial management major, and actively organizing enterprises to participate in it We will conduct all-round school-enterprise cooperation and expand the cultivation of innovative and entrepreneurial talents in multiple ways. At the same time, the off-campus practice base for university students at provincial or national level will be established to continuously improve and upgrade conditions, and a fixed university-enterprise joint practice and practice base will be established to jointly conduct financial management Professional personnel training.Finally, we will strive to build the school-enterprise joint practice base into an industry-university-research base for financial management specialty in local applied colleges and universities Qualitative leap, cultivate students' innovation ability, entrepreneurial spirit and practical ability, and achieve the improvement of the overall level of financial management talents training in local application-oriented

4.1 Improve Infrastructure and Innovate Teaching Resources

“If a worker wants to do a good job, he must sharpen his tools first.” In the local colleges and universities that focus on cultivating application-oriented talents, the laboratory plays a pivotal role in the practical teaching of financial management major. In order to comply with the requirements of the information age, the main teaching part of the practical teaching of financial management specialty is to analyze and solve various financial management problems of enterprises by using the network platform and computer hardware and software facilities. Therefore, financial management professional practice teaching must rely on modern information technology advantage, attaches great importance to the informatization construction, and promote the development of the online practice of financial management system, the advanced multimedia technology, computer technology and virtual simulation technology and all kinds of teaching equipment, course software, data and personnel management and application of knot, the traditional financial management practice teaching laboratory into full Modern information requirements of financial management practice teaching laboratory, borrow to campus network to realize financial management practice sharing of software and is not affected by time and space constraints. Teachers and students can teach and learn the practical teaching software of financial management anytime and anywhere, so as to realize the openness, sharing and efficiency of practical teaching work.

4.2 To Gather Human Resources and Establish a Team of Integrated Double-Qualified Teachers

An excellent team of practice instructors is an important guarantee to carry out practice teaching. With rich professional theory knowledge and skilled practice ability is the “double gen” type of cultivation of the financial management professionals to the teacher's most basic request, also had better have certain professional experience and knowledge of financial management related of board Enterprise qualification certificate, such as certificate of certified public accountants, certified qualification certificate, thus to build a high standard of practice guidance teachers, not only to increase the proportion of part-time practice guidance teachers, but also can increase training full-time practice guidance teachers, make the students' practice teaching more abundant, make professional practice guidance teachers team, To provide a more comprehensive service guarantee for the practical teaching of financial management major in local application-oriented universities.

Local application-oriented colleges and universities can adopt flexible and diversified methods to build “double-qualified” teams. First, they can learn financial management software with the help of financial management software trainers. Second, teachers should be encouraged to “go out”. Under the condition that normal teaching is not affected, teachers should be encouraged to study in well-known accounting firms, listed companies and administrative institutions and accumulate professional skills, basic skills and practical experience needed for teaching through practical work. Teachers can take advantage of winter and summer vacations to observe and study in enterprises or take part-time jobs related to financial management in enterprises, so as to improve their own practical ability, so that teachers of financial management can know the latest practice and cutting-edge information and combine it with their own teaching. Third, school exciter system at the same time also must attach importance to the characteristics of practice teaching, set up special subsidies for practice teachers, in the aspect of practice teaching success, the rewards will be given to teachers, and encourage teachers to pass some relevant professional qualification certificate, etc., and the barometer, the annual appraisal and title assess index.

4.3 Practical Teaching is Closely Combined with Subject Frontier and Social Application
Practice.

Practical teaching of financial management specialty must be closely combined with social application practice and subject frontier. First, insist on scientific research and talent cultivation interconnection and interaction, pay attention to the timely use of the latest application results of an enterprise and the teacher leading edge capacity in the theoretical research results to optimize the practice teaching, encourage teachers depends on the longitudinal scientific research project development financial management professional practice teaching case, help students to comprehend knowledge in application value, and also make the financial management professional practice teaching both from real business, and higher than the actual work, fully embodies the combination of practical and theoretical, broadening the financial management professional practice teaching content. Secondly, school-enterprise cooperation in the development of financial management professional practice teaching projects, relying on the enterprise In the laboratory, we can penetrate the most advanced social practice and carry on the application. Finally, school-enterprise cooperation to carry out innovative competition Competition activities, to realize the competition to promote learning, to promote teaching, cultivate students' innovative ability, entrepreneurial spirit and practical ability, better for the high quality The provision of guarantee for the cultivation of financial management professionals in local application-oriented universities.

5. Conclusion:

To sum up, the “double gen” concept into the local applied in financial management of colleges and universities professional practice teaching, the reform of teaching method, will create new entrepreneurial spirit into the whole process of financial management professional personnel training, implement subtly enhance students' innovative entrepreneurial consciousness, improve their innovation ability and developing students' comprehensive qualities, is conducive to deepening the reform of local applied university financial management professional practice teaching, is beneficial to the development of the financial management professional students' innovative ability and talent training quality has increased, for the future, innovation, entrepreneurship to provide a solid foundation. It will be more in line with the requirements of the development of The Times and more conducive to the training of senior innovative financial management professionals to serve the needs of local regional economy and industry development.

References