Innovative Research on the Education Mode of Finance and Accounting Talents in the Era of "Big Data"

Li Yang, Du Rui

Chengdu Neusoft University, Chengdu, Sichuan, China

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Abstract: In recent years, big data has developed rapidly in all walks of life, and has also had an important impact on the accounting industry. However, in accounting education, although the majors of "big data and accounting" and "big data and financial management" have been established, However, the overall transformation of finance and accounting education is relatively lagging behind. Students trained on the basis of traditional finance and accounting education may be unable to meet the needs of society in the future. In the era of big data, it is very necessary to study how to transform finance teaching. In this paper, from the three aspects of the ability requirements that accounting talents need to have in the era of big data, the exploration of the teaching training mode in the era of big data, and the feedback of students on the new teaching training mode, the innovation of the training mode for accounting professionals in the era of big data This issue is discussed and researched, in order to better promote the innovative research on the training mode of financial and accounting talents in colleges and universities in the era of "big data", and to better serve students and the society.

1. Introduction

In recent years, the development momentum of big data in all walks of life has become more and more violent. With the application of big data, cloud computing, artificial intelligence, financial robots and other equipment, some financial accounting and audit related work are gradually undergoing great changes. If traditional financial accounting practitioners cannot adapt to the changes of the times, they will be eliminated in the future. As college teachers, it is their duty to cultivate financial talents who meet the needs of society. Although in the field of financial practice, the application of big data is becoming more and more extensive, but it is relatively lagging behind in financial teaching. Although the newly opened majors include "big data and financial management", "big data and accounting" and other majors, but a considerable number of traditional colleges and universities have no corresponding courses for big data in the talent training system of financial management or accounting majors It is difficult for the talents cultivated in this way to keep up with the trend of development and changes of the times, and will eventually derail from the times in the future. Therefore, in the context of big data, it is very important to study how financial teaching transforms and its innovation. In this paper, from the three aspects of the ability requirements that accounting talents need to have in the era of big data, the exploration of the teaching training mode in the era of big data, and the feedback of students on the new teaching training mode, the innovation of the training mode for accounting professionals in the era of big data research on this issue.

2. Capability Requirements for Accounting Talents in the Era of Big Data

With the advent of the era of big data, the society's demand for traditional financial talents has increasingly shifted to compound talents who understand both big data and finance. As a financial practitioner, if you want to get better career development, you not only need to Keep improving in financial professional technology, but also need to understand the relevant knowledge of big data, cloud computing and artificial intelligence, which poses a lot of challenges to the teaching of accounting majors in colleges and universities. Some enterprises, universities and training institutions have conducted multi-faceted research, and then deeply analyzed the characteristics of society's demand for accounting talents in the era of big data. The results of the survey show that there are not many financial practitioners in this region that clearly require that financial practitioners need to master the knowledge of big data and other fields, such as the requirement to master the python language. Professional knowledge is mainly to be able to use financial office software proficiently. As far as the current social situation is concerned, the development status and application prospects of the intelligent financial field still need to be investigated and demonstrated. However, the respondents in the survey generally agreed that, just as in many fields related to social development, the popularization and application of big data in the financial field is only a matter of time. If the financial and accounting practitioners do not further improve with the development of the times The professional level of oneself will eventually be abandoned by the times in the future. Just as the accounting information system once replaced the traditional manual accounting, the intelligent finance represented by big data will bring irreversible innovation to the accounting industry in the future.

In view of this, we summarize the ability requirements of accounting talents in the era of big data. From these ability requirements, we found that the main focus of society on big data accounting talents is still traditional financial knowledge, but students are required to have compound knowledge. In terms of informatization, students are required to be proficient in the application of financial software. In terms of analysis and processing, higher requirements are placed on students than ever before, such as the ability to mine financial data.

3. Innovative Research on the Education Mode of Finance and Accounting Talents in the Era of Big Data

We explore this problem in combination with the transformation and innovation of the talent training model in the financial management major of a university in Southwest China in the era of big data. The university's dominant disciplines are computer and software-related disciplines. In 2019, the "Data Science and Big Data Technology" major was opened. Other majors in the school took this opportunity to actively explore the integration of various majors and big data. The transformation and innovation of the talent training model, the school's financial management major is no exception. In the talent training program for financial management majors in the university, its professional orientation is described as "aiming at cultivating the all-round development of morality, intelligence, physique, beauty and labor, practicing the core socialist values, relying on business administration, computer science and technology and other disciplines. , Focusing on the professional positioning of 'intelligence + finance', the professional basic theory is solid, and it has big data analysis and processing technology, financial RPA technology application ability; is competent for industrial and commercial enterprises, financial institutions, investment and financing management, capital operation, financial analysis and other high-level work Quality applied talents." It is worth noting that in the talent training program, "intelligence + finance", "big data analysis and processing technology" and "financial RPA technology application ability" reflect the change of talent training purpose from training traditional financial talents to In order to cultivate compound financial talents of big data finance.

In the process of revising the talent training plan, the university revised the original talent plan from three aspects according to the new industry development in the field of big data finance. The representative intelligent finance courses have set up more courses to cultivate intelligent management talents, and set up more courses for online and offline mixed teaching. First, in the intelligent finance courses represented by big data, there are also some computer and data analysis courses in the original training plan, but they are more set up as public basic courses and subject basic courses, such as "University Computer Fundamentals"., "Data Analysis and Processing", "Database Principle and Application", "ERP Principle and Application", "Accounting Information System", etc., and in the latest revised talent training program, "python programming language design", "financial Courses such as "Basics of Big Data", "Intelligent Finance and Visualization", "Financial Big Data Decision-making" and "RPA Financial Robot Application", the original

computer courses focused on basic computer knowledge and the application of financial ERP, and could not fully meet the needs of financial intelligence To meet the needs of the times, the newly opened courses focus more on the introduction of knowledge such as intelligence and big data, and combine them with traditional financial knowledge to meet the needs of students in this area. Among them, the "Finance Big Data Fundamentals" course requires students to understand the basics of big data and the application scenarios of big data in finance, and through experimental teaching and other methods, learn to master the basics of database and data warehouse, basic SQL operations, and data collection and processing. Method, "Python Development and Financial Application" course relies on the introduction of Python basic grammar, and integrates financial application scenarios such as financial accounting, cost control, financial analysis decision-making, financial budget forecasting, investment and financing decision-making, so that students can quickly grasp the application of Python in financial work. , "RPA Financial Robot Development and Application" course integrates RPA basic knowledge, RPA basic grammar application, demand analysis of automation cases in different financial scenarios, process design and program development, and trains students to automate identification and program development skills in different business scenarios, The "Intelligent Finance and Visualization" course uses business intelligence BI as a technical tool, requiring students to complete the entire process from data acquisition, data sorting, data modeling to report visualization without mastering complex technologies, so as to master Efficient data analysis ability and practical problem solving ability. The course "Big Data Financial Decision-making" is based on the big financial database and visual analysis tools, and is guided by financial analysis scenarios. It cultivates students' big data analysis and application ability, and uses large-scale data for information analysis and management decision-making. Second, more courses have been set up to cultivate intelligent management talents. The original financial management major has many accounting courses, and the integration of course certificates is to lay a solid foundation for students. After the course, the financial management major focused on cultivating "intelligent financial management" talents, and correspondingly reduced the offline class hours of accounting courses. Taking advantage of the opportunity of the online and offline hybrid teaching reform, more Class hours are used in courses related to "intelligent financial management" to better highlight professional characteristics. Third, the teachers of the financial management major in this university have declared and built multiple online and offline hybrid courses, and used intelligent means to carry out course construction. It can be seen that under the teaching reform of financial management major in the era of big data, the content of teaching And teaching methods have ushered in great changes to improve students' comprehensive ability in intelligent financial management.



Figure 1 shows the main courses involved in the talent training model of "big data finance".

4. Feedback on the Teaching and Education Model of Big Data Finance

After more than two years of social practice, from the aspects of students' evaluation of teaching, supervision of lectures, and teachers' self-evaluation, it reflects that most students recognize the teaching reform and transformation of big data finance. It is very important to master it. In the earliest transformation attempt, the knowledge related to big data is very basic for students. However, some students still report that they feel difficult when learning big data skills, but this is the first The attempt has been recognized and praised by most students, which also shows that the transformation and innovation of the training model of accounting talents cannot be rushed, and it cannot just seize the gimmick of big data to add formal features to their majors, but should In essence, it deeply integrates big data and finance, and cultivates talents who truly understand both finance and big data for the society.

5. Summary

Although the financial industry's demand for big data financial interdisciplinary talents has not yet reached the predicted level, the teaching transformation and innovation of the financial talent training model in the era of big data is underway, and it has successfully emerged in some fields. The future is not far away. The application and development of big data will have a profound impact on the entire society, including the accounting industry. As teachers and students in colleges and universities, they should follow the trend of the times and actively improve their big data. Data knowledge and improving the composite professional ability and teaching ability of big data finance can better serve students and benefit the society.

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