

Training of Practical Investment Talents in Securities Investment Simulation Trading in Higher Vocational Colleges

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Abstract: Based on the analysis on the necessity of the reform of securities investment simulation trading practice teaching, this paper puts forward that in the practice teaching of securities investment, there is a certain difference in the internal practice teaching of colleges and universities, and there are certain differences. The core business and other issues have led to the development of application-oriented talent training methods for securities investment simulation trading in higher vocational colleges, in order to promote the growth of application-oriented talents in securities investment simulation education in higher vocational colleges.

1. Introduction

At present, the innovation and entrepreneurship education system of higher vocational colleges has gradually become an important development requirement for China to carry out innovation-driven strategies and promote the continuous improvement of China's economic system. In 2015, the Ministry of Education proposed in the "Guiding Opinions on Guiding the Transformation of Ordinary Undergraduate Universities to Applied Types in Some Localities" to build high-quality applied innovative talents suitable for China's economic and social development needs under the new background of higher education. In 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities", and learned that innovation and entrepreneurship education in higher education institutions has become a demand for China to carry out innovation-driven development strategies and promote efficient economic system upgrading.

2. The importance of securities investment simulation trading practice

At present, the ability of colleges and universities to strengthen students' innovation and entrepreneurship has become the main development direction. According to the "Guiding Opinions on Guiding the Transformation of Some Local Undergraduate Universities to Applied Types", it is already necessary to cultivate high-quality applied talents suitable for the current economic and social development needs. It has become an urgent problem for higher vocational colleges in China. "Securities Investment" is the core course of economic management major in higher vocational colleges, and it is an applied subject integrating comprehensive, applied and practical. How to cultivate students' application innovation ability from classroom teaching, implement the practice of securities simulation practice teaching, and construct the training mechanism of securities investment simulation education practice application talents, so as to improve the students' ability of securities analysis practice and cultivate the application type in line with social development Talent.

3. Problems in the practice teaching of securities investment simulation trading

3.1 Securities companies have difficulty in accessing core business

At present, the practice teaching of securities investment in colleges and universities mainly conducts experiments by utilizing the intranet environment of the school, and conducts internships in conjunction with the business department of securities companies outside the school. During the internship process of college students, the training provided by the securities company's sales

department is a summary of securities companies, workplace related knowledge, stock market conditions, account opening procedures, filling out relevant forms, and marketing methods. During the internship process of off-campus securities companies, they are mainly engaged in the marketing and promotion of securities, and need to continuously explore potential customers, which is also the basic work of the securities industry. In terms of securities investment, the most important thing is to participate in the market reviews conducted by the securities company's sales department on each trading day and the morning meeting of the market forecast, and to learn some knowledge about securities investment from the market commentary of the day. But on the whole, securities companies can give guidance and training to college interns on securities investment. Therefore, college students can not really get into the core business of securities investment with the help of off-campus internship.

3.2 College practice teaching cannot meet industry standards

The practice teaching carried out by the higher vocational colleges mainly includes the training of securities category knowledge, securities market understanding training, simulation trading software operation training, securities investment basic content and technical analysis. Higher vocational colleges aim to cultivate the application of talents in securities investment simulation trading. The purpose of securities investment research carried out by colleges and universities is not only to require students to master the basic theoretical knowledge of securities investment, but also to understand the basic operational procedures of securities investment for college students. The most important thing is to be able to grasp the securities investment analysis method, so as to improve the efficiency of securities investment on the basis of controlling risks. However, the business training carried out within the university does not meet the industry standards, and there are certain differences. The lack of basic analysis and the use of technical analysis methods in the securities investment training of colleges and universities leads to a disconnection from the comprehensive training of the securities market practice. At present, college students are more difficult to access the core business of securities investment with the help of off-campus internship channels. Therefore, how to improve the securities investment level of college students, it is also necessary to continuously improve the ability of college securities investment practice teaching.

4. Securities investment simulation trading practice application talent training method

4.1 Adjusting the securities internship to the internal practice of the university

Because in the securities company, some regular meetings will be conducted to summarize the trading day market and forecast future market conditions. Therefore, students can be kept voluntarily, focus on a securities company to open an account, and propose that the securities company to provide each of the regular points of the meeting through the Internet platform and the internal research report presented in the regular meeting as the main lecture on securities investment in the school. The content, so that the link that needs to go to the securities company internship is transformed into the internal development of the university. In this way, students in higher vocational colleges can gradually understand how to analyze and judge the market through the information content provided by the securities company and the company's evaluation of the current market conditions and evaluation; college students are analyzing the securities company. After the research report, students can learn more about the analysis of securities investment, they can directly guide them to carry out the real operation, and can effectively reduce the operational fullness; according to some popular information and problems in the securities market, Through the investment consultants of securities companies, they come to the university to give special lectures for students and propose solutions for students. At the same time, it can also encourage students to make full use of their after-school practice, actively participate in various trainings held by the securities company's business department, and actively communicate with investors to obtain more relevant information. By adjusting the internship of securities companies to colleges and universities, students can be able to understand the ability of information interpretation and market

judgment within the university, to improve the ability of students to analyze securities investment, and to lay a solid foundation in the securities industry. basis.

4.2 Conducting network simulation teaching

Nowadays, China's rapid development of Internet technology, combined with the simulation of financial laboratories, enables universities to have more advanced securities simulation software systems, and the simulation system can connect to the securities market around the world through Internet technology, and construct a more realistic reality. The securities investment environment. The teacher installs the free software of the securities company on the computer in the university laboratory, so that the students can more accurately understand the latest securities market, and through these latest data, better carry out educational activities, let the students learn how to judge The situation of the securities market. In the process of teacher teaching, it is necessary to explain more comprehensively the knowledge that securities software can provide, so that students can use the securities software to understand the current situation of China's securities market, and then combine stock analysis software to promote college students' securities. The capture of dynamic real-time situations plays an important role in improving the application-oriented training of college students' securities investment simulation transactions.

4.3 Opening a comprehensive experimental project

Because the practical teaching of securities investment is aimed at the cultivation of applied talents, focusing on the cultivation of students' securities investment ideas and their basic abilities, which is inconsistent with the ability of securities companies to cultivate investment analysis and actual operational ability, which leads to the practice teaching in colleges and universities. There are still some differences with securities internships, but through continuous innovation and the integration of learned knowledge into practical learning, then application-oriented talents can be more effectively cultivated. At present, the practical teaching content of college securities investment is mainly based on theoretical content. Therefore, in practice teaching, there will also be securities varieties and market identification, securities market software, simulation software operation, basic analysis, and technical analysis. However, the general colleges and universities are theoretically explained and less experimental operations are required. Therefore, it is necessary to continuously strengthen the comprehensive application, and combine various concepts and reasonable methods to carry out comprehensive experimental teaching, including professors, case studies, independent studies, group discussions, and firm implementation. Various teaching modes, such as drills and after-school tutoring, guide college students to learn more about securities investment methods and techniques, so as to construct an investment philosophy and analysis mechanism in line with their own development, and master the ability of securities investment profit through securities investment simulation practice. . At present, for China's high-speed development of the securities market, it is only a general understanding of the concept of securities investment, and it can not really become a winner. It still needs to continue to learn, catch up with the pace of national development, and timely understand the new rules and new rules of the securities market issued by China. Variety, new ideas, in order to better promote the cultivation of applied talents.

4.4 Actively participating in simulation investment

At present, the simulation investment has been widely used in the practice of securities practice. It mainly carries out simulation operations, thereby enhancing students' perception of the securities market and the cultivation of their practical ability, so as to enhance students' interest in learning securities investment and self-analysis ability. To lay the foundation for cultivating students' securities investment capabilities. The main purpose of using the simulation investment teaching is not to involve the interests, thus eliminating the students' concerns and promoting the students to try their own ideas, because without the interests of the students, the students can truly explore the investment model that suits them. However, it is precisely because there is no interest relationship that students are too casual in the process of simulating transactions. In this regard, it is necessary to

correct the students' misconceptions in a timely manner, and train students to consider the simulated transactions as real capital transactions before entering the securities market, and to cultivate their investment capabilities through simulated investment, thus laying the foundation for the development of real trading. Higher vocational colleges should actively promote various securities investment simulation trading contests, and enhance students' enthusiasm for participating in simulated investment, so that students can accumulate more investment experience in a challenging environment to obtain more market investment risks. Let's watch the failure, sum up the lessons, and don't be proud of success. Actively recognize your own deficiencies and constantly improve your investment level. The simulation investment in colleges and universities is also to better cultivate applied talents and promote the development of China's securities investment.

4.5 Conducting securities investment knowledge assessment

The examination is the most effective way to detect the knowledge level of students. It is also an indispensable part of the teaching process of colleges and universities, and it is also a feedback method for the quality of teaching in colleges and universities. Most colleges and universities use the closed-book test method to conduct securities investment knowledge assessment. Although this method is the most effective way to investigate, it still has certain deficiencies, because colleges and universities need to pay attention to student securities. The cultivation of investment ability is only based on the paper concept test, and it is not able to effectively cultivate students' securities investment ability. In this regard, higher vocational colleges not only need to carry out securities investment knowledge assessment, but also need to combine students' performance and homework completion, as well as students' performance in securities investment simulation transactions, to conduct comprehensive evaluation and promote the basic knowledge of college students. Comprehensive development of skills and skills. By constructing a new assessment system, we can understand the current situation of students, and thus promote the improvement of the application-oriented talent training ability of securities investment simulation trading in higher vocational colleges.

5. Summary

In summary, the simulation trading practice teaching mode of securities investment plays a key role in cultivating applied talents. Not only must we build a simulated trading environment, but also combine the latest domestic cases to encourage students to actively use the Internet to continuously learn new knowledge, to enhance students' ability to invest in securities in a practical way; to make overall plans, to bring together the financial, economic and accounting knowledge students have learned. Master the business process of the securities investment industry and the actual form of securities investment to solve the problems faced in actual investment. Moreover, in the process of college teaching practice, the instructor evaluates the students' actual securities investment ability and the ability to predict the risk of securities investment, continuously improves and perfects the teaching methods and teaching assessment forms, and guides students to integrate into the actual securities companies more quickly. Suitable for contemporary applied talents, to promote the rapid development of China's securities market.

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