

Research on the Practice of Accounting Teaching Innovation under Internet Big Data

Cong Ying

School of Accounting, Yunnan University Dianchi College, Yunnan, Kunming, 650228, China

email: ab13987178050@163.com

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Abstract: With the rise of internet and cloud computing, under the background of the big data era, the internet and the big data era have a very long-term impact on accounting teaching, and accounting education is facing opportunities and challenges under this background. In addition, the teaching methods of accounting major will also be changed, the traditional book teaching has been unable to keep up with the pace of accounting students. The development of accounting industry in recent years is relatively good, so the teaching of accounting education should also follow the pace of the development of the times, through reform and practical exploration to find a new development path. This paper briefly discusses the practice of accounting teaching innovation under Internet big data.

1. Introduction

At present, there are many schools in our country under the background of rapid social development, and do not update the teaching materials used in accounting major in time, so this has led to some students studying accounting major in this stage has been eliminated by the times. They are not particularly aware of the newer laws and regulations, and are increasingly far from the practical application of society, so the use of such teaching methods and ideas will limit the future development of students. And because of the influence of our country on the Internet to become the mainstream of social development at the people's Congress, some opinions are put forward, and it is an inevitable trend to reform and practice the teaching of accounting education in the era of big data.

2. The Present Situation of Accounting Education and Teaching in the Internet Big Data Age

In fact, the teaching of accounting major in our country has always been in a relatively backward state, part of the reason is that the social development is too fast, and there will be some colleges and universities in the teachers and teaching materials have not been timely supplemented, so they cannot keep up with the pace of social progress. The other part is that they don't have the safe teaching idea, they always use the traditional teaching method. And something innovative is so far away that, in this case, the Internet is not widely used on college campuses. But in today's society, if still in place, it will be far behind the times, so it is very necessary to change this backward state.



Figure 1 Forms of people's life under the Internet

Although the education industry in our country has been paid more and more attention in recent years, and has also carried out the reform and implementation of the new curriculum, the area of

China is relatively large, and some schools in some regions have not implemented the content of the new curriculum reform, and their teaching methods are still traditional infusion teaching. Using this teaching method for teaching, all the content is generally theoretical knowledge. As far as accounting is concerned, it is the same in the classroom teaching process, the theoretical knowledge almost occupies the whole course, all the students do not have too many practical opportunities. But today's society is constantly growing, and they require accounting students to go straight to their posts after graduation, rather than continue to learn some practical knowledge. This means that accounting students should be able to have some practical experience in school, so that only when they enter society, they will not lag behind others. But the reality is quite the opposite, so the current teaching situation is very pessimistic [1].

3. The Opportunities and Challenges Faced by Accounting Education in the Internet Big Data Era

1) The opportunities faced by accounting education and teaching first in the Internet big data era background, the education environment will be more open and the teaching resources will be more abundant. In the traditional accounting teaching process, generally rely on classroom teaching and some training institutions face-to-face teaching, but the arrival of the Internet makes many online training institutions continue to rise, so that all students can learn accounting knowledge anytime, anywhere, will not be limited by time and space. Every year, many junior accountants will be added to the online free study, these opportunities provide candidates with more options. Secondly, individualized teaching will become a reality. Because there are a lot of large classes in traditional teaching, it is impossible for teachers to pay attention to the specific learning situation of each student, or to speed up or slow down the progress of learning for one person, so they all adopt the same teaching method. And in the context of Internet big data, it can be analyzed through some feasible data to make teaching and learning more personalized. Specific learning strategies can be distinguished according to students' acceptance ability and preference content and methods, and through this individualized teaching, it can help students to reduce their burden on learning, improve their efficiency, and enable them to achieve better learning results. It will be easier to pass the accounting title exam. Because in the big data age, if only after a certain degree of data richness, then can be based on these data to predict the possibility of this event. Therefore, it is possible to collect some data of the accounting title examination over the years, and find out what are the important and difficult points in the examination, so long as the accounting class students can grasp these difficult points, then they will be more easy to take the title examination.

2) The Challenge of Accounting Education Under the Internet's big data era, be able to calm down and respond to the challenge. First of all, we should be able to change the teaching concept and improve the professional quality of teachers. In every forward development process, there is a need for self-denying firmness and rational courage, not because of the constraints of the rules and have been stagnant. But to follow the pace of development of the times, to meet the needs of the society for accounting professionals, to make good use of the advantages of the big data era resources, so that accounting teaching please climb another high building. As the administrator of education, we must change the teaching concept, improve the awareness of data, through some training, so that teachers can have enough data analysis and application ability.



Figure 2 Artificial intelligence under big data

Secondly, although big data can bring us a lot of benefits, the use of big data in the process of management and utilization is also risky. Because every one of us now makes big data, when the data is accumulated to a certain extent, it will reflect the objective law of this person, then when the data has a security problem, we need to set up some legal rules to regulate it [2].

4. Reform and Practice of Accounting Teaching in the Internet Big Data Era

With the further development of Internet big data, it is necessary for accounting teaching to carry out deeper reform, and in the process of reform, teachers should be able to respond actively. Because it takes time to contact some new things, and the pace of development of the times is very fast, so teachers should be able to start from their own, positive attitude, learn some new things, new knowledge, when teachers have been able to master the Internet big data background under the relevant software and laws and regulations, then in the teaching can be more calm.

1) Effective Integration of Theory and Practice With the continuous development of the economy, the state is constantly updating, the regulations on finance should be updated in the process of education and teaching of accounting majors in colleges and universities, so as to keep up with the pace of economic development. The basic guarantee for improving the teaching quality of accounting major is to be able to integrate the teaching staff of accounting majors in colleges and universities. All teachers should be able to actively learn some new laws and regulations on finance and the application of some accounting software, only if the teachers learn it themselves, then they can pass on the contents of these updated parts to the students in the teaching process. And the new application of accounting software is to give students to use their theoretical knowledge to practice, because the way of practice is to follow the development of the times, so only when students can master the latest knowledge, they will be able to have a place in their career after graduation. Therefore, in the process of carrying out accounting education and teaching, we should be able to effectively integrate theory and practice, so as to conform to the new policy of accounting teaching under the background of Internet big data era.



Figure 3 Financial robot

2) Bringing the Internet into the Classroom The new curriculum reform has put some new teaching methods into the classroom in primary and secondary schools, and the Internet can enter the classroom in the university. For today's people, the use of the Internet in various industries, and is a symbol of China's economic development process. In the accounting industry, for example, office software about the internet is endless, and it is constantly being innovated to make up for the shortcomings of previous software. These financial software have a very powerful advantage, which is unmatched by other software, so for students, they should have mastered the use of the software in school as much as possible, so that when they enter the company, they will have access to this kind of specialty first than competitors of other peers to seize the opportunity. Many schools and classrooms today are equipped with multimedia equipment, so they can effectively improve the efficiency of the classroom and make it easier to teach knowledge. Therefore, we should be able to use the advantages of Internet teaching in the process of accounting education so as to train

accounting students and keep them in the forefront of social development forever [3].

5. Conclusion

Through the analysis of the full text, we can know that in the background of today's Internet data, accounting industry is actually more and more social personnel will choose, and in the current society to obtain accounting grade certificate is also multiplying. The elimination rate is very high in this case, and only those who are at the forefront of the Internet can get a foothold in the industry. Therefore, in the process of education and teaching of accounting major, colleges and universities should be able to keep up with the pace of the development of the times, carry out comprehensive reform, through the network management, teachers'own knowledge supplement and the reform of teaching management mechanism, can make the quality of accounting professionals more superior, and ensure that accounting students can have a strong competitive ability in the society after graduation.

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