

Research and Practice of Innovative Talent Model in Accounting Major Based on School-enterprise Joint Training

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Abstract: Talent training mode is the primary problem of college education quality. The theory of school-enterprise joint innovation is an effective means to improve the quality of accounting personnel training. It is imperative to reform the training mode of accounting talents. This paper expounds the necessity of building a school-enterprise joint innovative accounting talent training mode. And then, we focus on the theoretical framework of the school-enterprise joint training model. Finally, the paper puts forward the basic strategy of building the school-enterprise joint mode.

1. Introduction

Although colleges and universities should undertake the social functions of teaching, scientific research, social service and so on, the most core task is for cultivating the various talents needed by the society. How to cultivate talents is a problem that is widely concerned by higher education at home and abroad. In the new period when higher education enters into the popularization, it has become the focus for Chinese higher education to improve the teaching quality comprehensively. However, the quality of teaching depends on the talent training mode reform and innovation. The key of accounting innovation talents training mode is that the traditional closed teaching reform into the school-enterprise joint training mode. Which is building the innovative talent model in accounting major based on school-enterprise joint training. This paper combines theory teaching and practice teaching organically according to the students' innovation ability and the law of knowledge transformation. We design a multi-level, multi-channel and multi-form school-enterprise joint training mode based on a variety of industries advantages, such as universities, industries, enterprises and international certification institutions. Which realized the high quality compound application accountant talented training.

2. The necessity of accounting major school-enterprise joint training

2.1 Strengthen students' learning of theoretical knowledge

We need to strengthen the understanding of theoretical knowledge, and then lay a foundation for subsequent courses. Practice is generally in a certain professional basic courses after the opening a practical course, such as: accounting basis, intermediate financial accounting. In theory classes or experimental classes on campus, students are lack of understanding of the business of enterprise economy. There are much theoretical knowledge learned by rote. Practice can strengthen students' understanding of relevant theoretical knowledge through watching, listening and doing. Which is helpful to improve the ability of applying knowledge and follow-up professional courses.

2.2 Develop students' professional interest

We should enhance students' understanding and cultivate their interest in accounting. In recent years, more than 80% of students are recommended by their parents or relatives to apply for accounting major, and they know little about accounting major. Internships can take students deep into the enterprise. They can personally experience the importance of accounting information. We can recognize that the accounting personnel should have the ability, quality and development

prospects. In this way, we can enhance students' sense of identity and interest in the major.

2.3 Cultivate students' professional spirit

Understanding the internship allows students to understand the accounting professional environment as early as possible. It can lay a foundation for adapting to the working environment after graduation. In the meantime, practice unit can undertake accountant professional spirit education, adopt case means. In this way, students can develop a sense of professionalism, such as dedication, honesty and trustworthiness, do not do false accounting.

3. School-enterprise joint training mode

3.1 Comparison between traditional training mode and joint training mode

From graduate school - employment - talent growth process, we can be seen following phenomenon. In the traditional mode, graduates usually need a long adaptation period to enter the enterprise after recruitment. Some students who adapt to the corporate culture and environment quickly will grow into the enterprise talents, and the other students will diversion or leave the enterprise. We can see the traditional training as the figure 1.

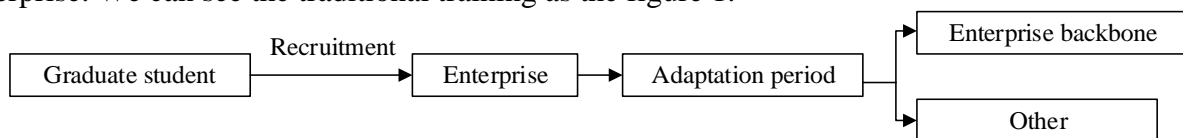


Figure 1 The traditional training mode of colleges and universities

The existing school-enterprise joint training mode is shown in figure 2. The enterprise will test students before graduate by conducting professional practice, dissertation and other practical work environment. During the whole study period, students have at least half a year to engage in engineering innovation activities in enterprises. In the process of practice, enterprises can conduct all-round assessment for students in internship. The students through the joint cultivation mode can grow into enterprise backbone talents.

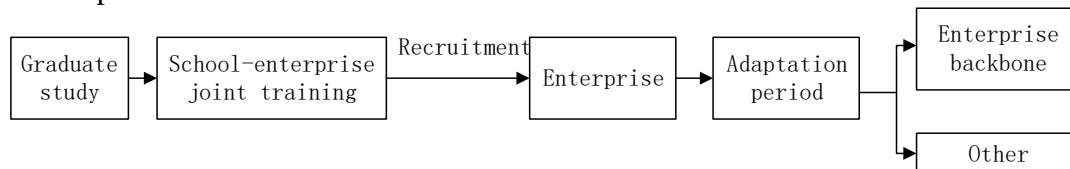


Figure 2 School-enterprise joint training mode at present

3.2 School-enterprise joint innovation talent model

Faculty is the basic element for the establishment, human resources are also the primary condition for the survival of an enterprise. The school-enterprise joint training mode can start to establish part-time teachers outside school, and then explore the management and operation mechanism of part-time teachers. As shown in figure 3, it can be seen from the school-enterprise composition. After the school-enterprise joint training, the school can hire outstanding accounting engineers as part-time teachers and tutors. Which can complement the school engineering education required double-qualified teachers. By hiring school teachers as part-time accounting engineers, the company has expanded its ranks of senior accountants. Through this form, the two sides achieved complementary win-win.

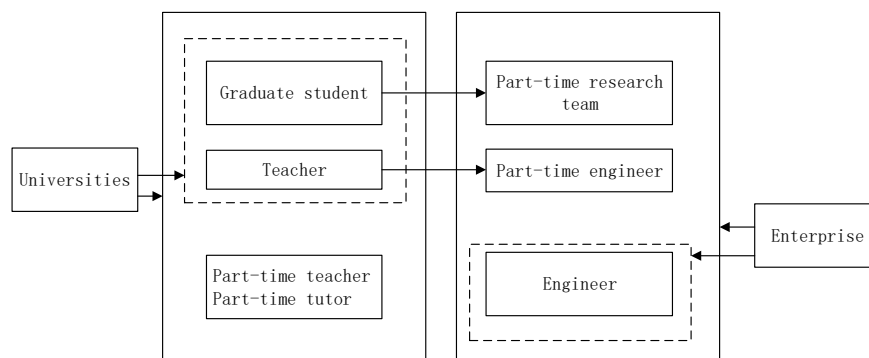


Figure 3 School-enterprise joint innovation talent model

4. The theoretical framework of innovation accounting talent training mode

School-enterprise joint innovation accounting talent training mode is designed based on the educational concept of openness, cooperation, collaboration and innovation. It avoids the defects of traditional cultivation mode, such as single subject and relatively closed. It promotes the coordination between universities and government departments, industry associations, enterprises and institutions, and foreign educational institutions. Finally we form an innovative effect of accounting personnel training mode, such as talent training complementary advantages, talent training resources sharing, and talent training ability synchronization.

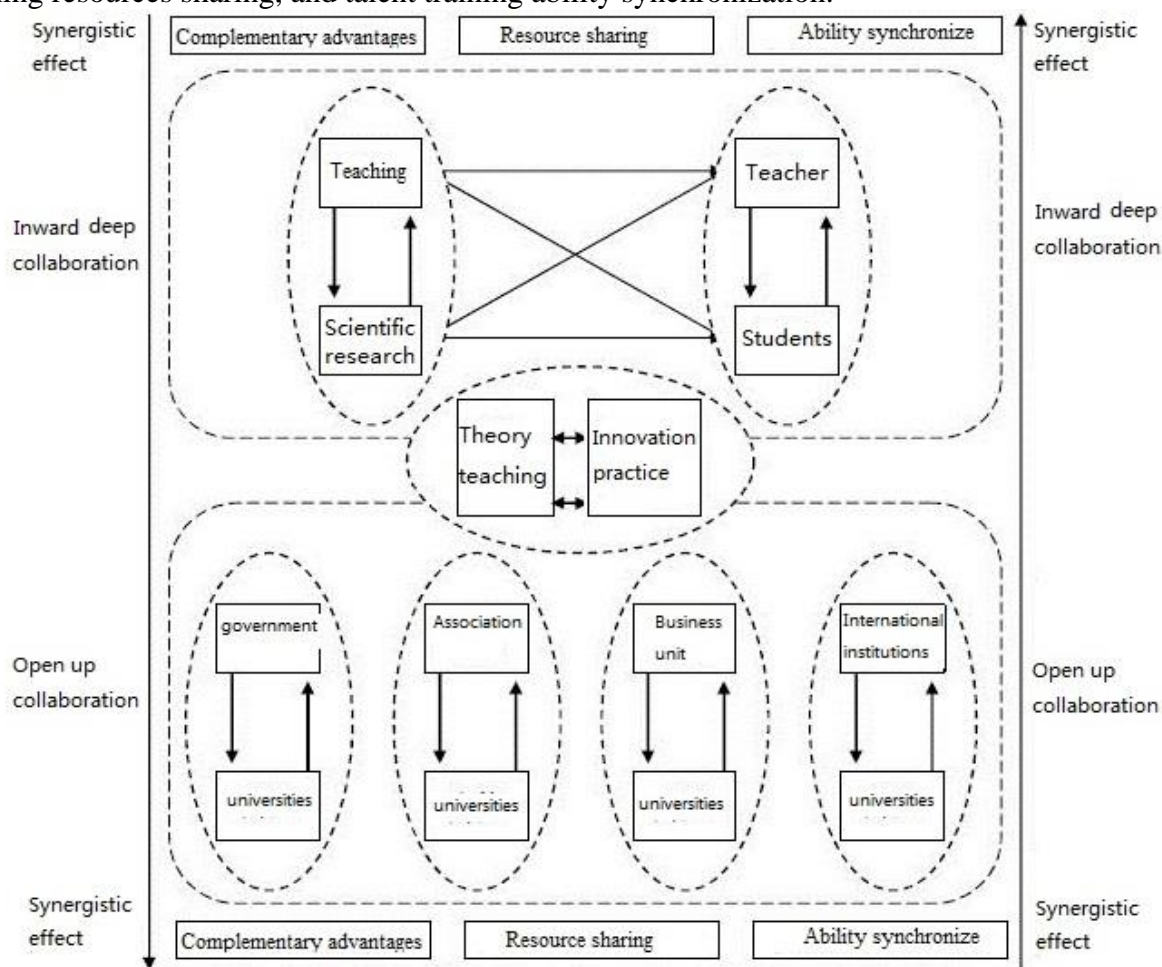


Figure 4 The theoretical framework of innovation accounting talent training mode

5. Conclusion

School-enterprise cooperation is one of the ways to reform the talent training mode in colleges

and universities. The school should establish the operation and management mechanism of complementary advantages and resource sharing. Which will make the talent training more scientific and standardized.

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