

Innovation of Training Mode of Financial Management Talents in the New Era

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Abstract: With China's entry into the Internet era, the new business mode of "Internet +" is also reflected in the tea industry. Compared with traditional industries, the development of knowledge economy mainly permeates traditional industries through knowledge, and improves the technological content of traditional industries. How to cultivate the application-oriented financial management talents in the new era, transform the traditional concept of talent training, and develop a new talent training model suitable for economic development and market demand is the main direction of this paper. For the training of financial management talents, more emphasis should be placed on practical teaching, creating a more scientific and realistic practical platform for students.

1. Introduction

At present, the financial management is facing a complex and changeable economic environment, so the financial management of enterprises must be constantly innovated. With China's entry into the Internet era, the new business mode of "Internet +" has also been embodied in [1]. Enterprise management also increasingly emphasizes the innovation of management mode and management system. Financial management, as an indispensable part of enterprise management center, naturally requires financial management talents to have sufficient innovative ability. These positions have low requirements for knowledge and quality of talents, and low requirements for workers' skills, which affects the employment of college students to a certain extent [2]. How to adapt to the background of transformation and development to establish a talent training model suitable for the development of the new situation is an urgent problem to be solved in the current financial management majors of major universities.

Compared with traditional industries, the development of knowledge economy mainly penetrates the traditional industry through knowledge and improves the technical content of traditional industries [3]. Financial management talents with sufficient innovation and entrepreneurial ability, whether they are self-employed or job-seeking, must be able to meet the current market demand for innovative talents. Science and technology have become the dominant force driving social and economic development [4]. How to recognize, measure and manage knowledge capital will become a new field of financial management. Colleges and universities should establish the concept of people-oriented in professional training, so that students have good professional concept and accomplishment, so that they can adapt to society when they go out of school.

2. Talents Demand under the Guidance of Innovation and Entrepreneurship Ability Promotion

Economic globalization has led to the rapid development of financial markets. Under the environment of advocating innovation and entrepreneurship, the training of financial management talents should be innovated in professional teaching courses to meet the current demand for new financial management talents. In the training of financial management professionals, the emphasis on innovation is to cultivate the students' innovative consciousness, spirit, thinking and ability [5]. At present, China's economy is developing rapidly, and all units are eager for talents, but market talent demand and university personnel training often fail to achieve perfect fit and unity [6]. Knowledge and technological innovation, as the two main driving factors, need to cultivate financial management talents with good scientific and cultural literacy, solid professional

knowledge, and strong self-learning ability and innovative ability to develop. Figure 1 shows the network structure system of talent information fusion management.



Fig.1. Talent information integration management network structure system

The booming of e-commerce has brought traditional financial management to the era of network finance. The emergence of online finance is refreshing and the prospects are quite broad. Schools can create different levels of financial management courses and other related courses in the form of compulsory professional courses. The most notable feature of online finance is real-time reporting, which allows companies to conduct online tracking management [7]. Some colleges and universities often pay attention to theoretical research and neglect the importance of practice. This leads students to lack of good social experience and creative thinking, can not proceed from reality and seek truth from facts. Universities should cultivate students' ability to think independently, analyze, criticize and solve problems, teach them how to learn, and lay a foundation for their lifelong learning.

3. Innovation of Course Model for Financial Management Major

Under the guidance of innovation and entrepreneurship, more innovative teaching modes should be introduced into the teaching activities of financial management specialty. While improving the quality of teaching, it can also meet the current demand for innovative financial management talents. The important goal of University establishment is to satisfy the talent demand of local economic and social development. In the era of knowledge economy, the cycle of knowledge updating is shortening, while the time for financial personnel to receive education is prolonging. Due to the selectivity of accounting policies and the uncertainty of accounting matters, the company provides an operational space for profit manipulation.

The professional judgment of accountants has sometimes become a tool for companies to manipulate profits. Today, with the growing market economy, the basic knowledge and practical theory necessary for financial management careers are indispensable. Figure 2 shows the structure of the talent information construction system.

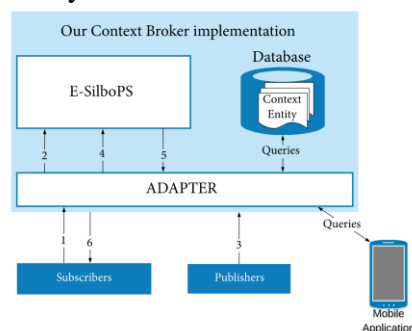


Fig.2. Talent information construction system structure

Under the demand of the talent market, universities have continuously updated the talent education model. The complexity and variability of the corporate financial management environment requires that future financial personnel cannot always be accustomed to dealing with

problems in the usual way. It is necessary to continuously enhance the sensitivity and judgment of the profession. Accounting personnel have long developed a passive thinking habit that is handled in a fixed manner, lacking flexibility and flexibility [8]. Colleges and universities should strive to integrate professional ethics and social responsibility into students' minds. It should be added to the goal of personnel training and carried out various forms of practice. Let students give full play to their abilities and sum up their practical experience. Promote students to actively seek knowledge, cultivate the ability to discover, analyze and solve problems, and achieve the goal of innovative education.

4. Conclusions

Under the guidance of innovation and entrepreneurship, the demand for financial management talents requires that financial management talents have enough innovation spirit and practice spirit to apply management innovation to practice. Practical education is the key to the cultivation of applied talents. In the integrated teaching mode of theory and practice, colleges and universities should choose practical content according to the teaching content and give full play to their educational advantages according to the plasticity of talents. For the training of financial management talents, more emphasis should be placed on practical teaching, creating a more scientific and realistic practical platform for students. In the future teaching practice, we need to constantly explore and innovate, and gradually establish a talent training model that meets the needs of all walks of life.

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