

Study on The Integration of Post, Course, Competition and Certificate to Promote the Cultivation of Financial and Trade Professionals

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Abstract: The integration of post, course, competition and certificate to promote the training of financial and business professionals is the only way to train financial and business professionals, and is also a key link to enhance the overall strength of financial and business disciplines. However, at present, it is still faced with the realistic dilemma of the fragmentation of the common length of courses, the symbiosis of courses and competitions, and the one-sided integration of courses and certificates. Based on this, the improvement strategies of strengthening school-enterprise cooperation, symbiosis and separation of class competition, and integration of class certificate are proposed in order to improve the effect of integration of post, class competition and certificate in promoting the cultivation of financial and trade professionals.

Keywords: Integration of post, course, competition and certificate; Finance and trade; Professional personnel training

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In December 2021, the General Office of the Ministry of Education issued the “Implementation Plan for the Construction of teaching Materials for the 14th Five-Year Plan for Vocational Education Planning”, which clearly proposed that “the construction of teaching materials should be integrated into the”post, course, competition and certificate”, combining the order training, apprenticeship system, 1+X certificate system, etc., and the relevant content of post skill requirements, vocational skill competition and vocational skill level certificate standards should be organically integrated into teaching materials“. It provides the policy basis for colleges and universities to promote the cultivation of financial and trade professionals by integrating post, course, competition and certificate. Therefore, it is of great practical significance for this paper to carry out the research on the importance, problems and improvement strategies of integrating post, course, competition and certificate to promote the cultivation of financial and commercial professionals.

1. The importance of integrating post, course, competition and certificate to promote the training of financial and trade professionals

1.1 The Only Way to Train Financial and Trade Professionals

The integration of post, course, competition and certificate is the only way to train financial and business professionals, which is mainly manifested in the following two aspects. On the one hand, colleges and universities use the “post” in the “post, course, competition and certificate” to train financial and trade professionals. “Post” is the optional job position that students face after graduation, which requires colleges and universities to improve the quality of financial and commercial professionals, so as to match the specific job needs. The closed colleges and universities can improve the core vocational abilities of students and accelerate the training of composite financial and commercial professionals^[1]. On the other hand, “course” includes professional basic courses,

general courses, practical courses, professional core courses, which is the specific teaching system of colleges and universities. The “course” in the “post, course, competition and certificate” makes great rectification of the course carrier, resources, structure, objectives and content based on the development needs of the industry , which can match the specific learning situation of students, optimize the course implementation environment, and simulate the real situation of the occupation, which is the only way to train financial and business professionals.

1.2 Key Links to Enhance the Overall Strength of the Financial and Business Discipline

The integration of post, course, competition and certificate is the key link to enhance the overall strength of finance and business discipline. Specifically, universities use the “competition” in “post, course, competition and certificate” to enhance the overall strength of finance and business discipline. The “competition” includes a variety of financial and commercial competitions, which is an objective measurement of the talents and skills of financial and commercial professionals. The “course” in the “post, course, competition and certificate” includes world-course, national, provincial, ministerial, industry and university-level competitions. The professional knowledge of finance and business such as financial management, financial management, information statistics and analysis is incorporated into the knowledge structure system^[2], which is conducive to deepening the teaching content of finance and business discipline and enhancing the overall strength of finance and business discipline.

2. The problems existing in the integration of post, course, competition and certificate to promote the training of financial and trade professionals

2.1 The Total Length of Course and Post is Fragmented

At present, the integration of post, course and certificate to promote the cultivation of financial and trade professionals exists the problem of the separation of post and course, which is manifested in the following two aspects. On the one hand, most majors and colleges fail to thoroughly analyze and investigate the actual needs of vocational positions, and fail to fully integrate “courses and posts” in curriculum standards and design, which makes it difficult for students to meet the needs of employers , resulting in a serious fragmentation of the total length of courses and posts, which restricts the training of financial and trade professionals. On the other hand, most colleges of finance and business offer public elective courses, public basic courses and professional courses, which incorporate basic accounting, financial management, financial laws and regulations and professional ethics, investment and financial management into the teaching syllabus, which is difficult to meet the extensive application of big data and artificial intelligence. To meet the working methods, positions and methods of the existing financial and commercial professionals.

2.2 Symbiosis and Separation of Course and Competition

At present, the integration of post, course, competition and certificate promotes the cultivation of financial and trade professionals, and there are problems of the symbiosis and separation of course and competition, which are mainly manifested in the following two aspects. On the one hand, there is a disjointed phenomenon in many colleges and universities, which fails to fully connect vocational skills and professional courses, destroying students’ learning initiative. Specifically, sophomore students are usually energetic in learning and participating in competitions, but they are limited by the pressure of work and internship, and it is difficult to prepare for competitive financial and business competitions seriously, resulting in unsatisfactory results, which makes the symbiosis of course competitions separate and hinders the training of financial and business professionals. On the other hand, the competitions set by some colleges and universities cannot meet the growth needs of students in finance and commerce, it is difficult to match competitive events with positions and technical needs, lack foresight and guidance, and play an insignificant role in testing learning effects and improving comprehensive abilities. They do not match the needs of courses and practical content of finance and accounting, resulting in the co-existence and decoupling of course competitions. Restrict the training of financial and trade professionals.

2.3 The Integration of Course and Certificate is Unilateral

At present, there are problems in the integration of courses and certificates to promote the cultivation of financial and trade professionals, including the following two points. On the one hand, there is a disconnect between the curriculum of most colleges and universities and the content of certificates, which makes it difficult for students to meet the requirements of certificate examination, increase the preparation time of certificate examination, and make it difficult to effectively combine study and certificate examination, and fail to improve the quality of talent training. On the other hand, the current certificate examination in many colleges and universities fails to encourage students to acquire various vocational skills to achieve the purpose of expanding employment, restricts the improvement of entrepreneurial skills, and fails to keep up with the development trend of finance and trade majors. The lack of mastery of new methods and concepts of employers hinders the improvement of students’ financial ability, making the course

certificate accommodation one-sided. It brings great difficulties to the training of financial and trade professionals.

3. The integration of post, course, competition and certificate promotes the cultivation and improvement of financial and trade professionals

3.1 Strengthening School-Enterprise Cooperation

The integration of university posts, courses and certificates to promote the training of financial and trade professionals should be started from strengthening the cooperation between schools and enterprises, including the following three aspects. First, colleges and universities should strengthen school-enterprise cooperation, so that the school-enterprise cooperation relationship becomes the key support for the stable play of post, course, competition and certificate. Specifically, colleges and universities should adhere to the concept of mutual benefit and win-win, continue to deepen school-enterprise cooperation, build practice bases inside and outside the school, form an effective personnel training information feedback mechanism with financial and commercial enterprises, and promote the training of financial and commercial professionals. Second, colleges and universities should realize the importance of on-campus training rooms, build financial and trade manual, ERP sandtable training rooms, to cover the actual work needs of accounting in an all-round way, forge students' comprehensive quality and business ability, and promote the training of financial and trade professionals.

3.2 Create a Class Atmosphere

In order to promote the training of financial and trade professionals, the integration of university post, course and certificate should start from the perspective of building the course and competition atmosphere. Specifically, colleges and universities should actively set up various financial and business competitions such as ERP sandtable competition and accounting skills competition, integrate the competition into students' learning, build a platform for students to show their self-ability, and form a fair, friendly and inclusive competition environment. In addition, colleges and universities should stimulate students' enthusiasm with superior competition atmosphere, and turn students' participation initiative into a powerful starting point for the integration of competition courses.

3.3 Stimulate Students' Initiative to "Get a Certificate"

In order to promote the training of financial and trade professionals, the integration of post, course and certificate in colleges and universities should stimulate the initiative of students to obtain certificates. On the one hand, colleges and universities should improve the rules and regulations of "obtaining certificates", ensure the positive role of "certificates" on talent training, establish a teacher management system, incorporate practical assessment standards into the scope of research, integrate "certificates" into teacher assessment, promote teachers to carry out "post, course, competition and certificate" talent training mode, encourage students to carry out financial and commercial innovation, and accelerate financial and commercial professional talent training.

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