

Research on the Training of Financial Management Professionals in Colleges and Universities under the Background of Big Data

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Abstract : At this stage, with the rapid development of China’s economy and science and technology, the impact of information technology is becoming more and more extensive. No matter what field, it is permeated with the epitome of information technology, followed by today’s big data era. Everything has duality. Under the background of big data, society and enterprises and institutions are facing not only the convenience and efficiency brought by big data, but also some problems and challenges to be solved. At the same time, under the background of big data, with the increasing proportion of financial management in the process of enterprise development, comprehensive financial management talents are becoming more and more important in enterprise development. Therefore, colleges and universities must strengthen the training of comprehensive financial management talents, and the society and the government should also increase the support for the training of financial management talents in colleges and universities, so as to provide strong support and guarantee for enterprise development under the background of big data.

Keywords : Big Data Background; Financial Management; Personnel Training

1. Introduction

The era of big data means that everything has entered an era dominated by efficiency, convenience and speed. The arrival of the era of big data has rapidly promoted the development of China’s economic undertakings. However, on the other hand, due to the insufficient training of unit personnel in information technology in enterprises and institutions, the employees in some units are unable to master the enterprise electronic system under the new big data background, especially in financial management. Under the influence of big data, most enterprises now use electronic systematic office. Therefore, colleges and universities must increase the training of talents in the field of financial management, increase the training of college students in electronic informatization, innovate the teaching mode, and establish a complete digital financial management talent training system.

2. Important connotation of big data

Since the era of information technology, mankind has made great achievements in electronic technology, and big data is one of them. Through the so-called huge data base, people can use the so-called zero data base, as well as a large number of literal data base, and use the so-called large data base to search through the Internet. With the blessing of the Internet, data can be quickly accessed through the integrated network, which is not only efficient and convenient, but also has strong effectiveness. It is extremely helpful for people both in work and learning. Big data can find the data and information people need in the fastest time, saving a lot of energy and time. It can be seen that the development of big data is a very important achievement for mankind and has made a qualitative leap for the progress of human society. Nowadays, people are used to the fast and efficient pace of life under big data. In terms of enterprise development, because big data can save time and energy, help enterprises greatly reduce operating costs, and

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improve enterprise performance and profits, as well as help to maximize enterprise value, especially in enterprise financial management, big data can quickly summarize and analyze enterprise financial data, and help financial managers effectively manage the overall financial situation of the enterprise, in order to make effective prediction for the future development of the enterprise.

3. Problems of talent management in colleges and universities under the background of big data

The development of fit in the era of big data under information technology has brought far-reaching impact on people's life, work, school and other aspects, but we should know that things have dual nature. Although there are many benefits of big data, there are also some problems and challenges in the process of its development. The following is a discussion on the problems of big data in the cultivation of financial management talents in colleges and universities.

3.1 The combination of big data and specialty is not enough

Although there is a certain time for the development of big data in China, the use of big data in education mainly focuses on scientific research. The cultivation of undergraduate students mainly depends on the traditional professor mode. In order to establish a more unified big data talent training system, there is less combination of professional courses and big data, so the talent knowledge reserve in financial management is relatively single. After entering the enterprise, it is difficult to quickly adapt to the application of big data in the enterprise, which is not conducive to the talent training of colleges and universities in financial management under the background of uncle.

3.2 Colleges and universities have not yet established a perfect internship training base

Nowadays, enterprises have a growing demand for compound financial management talents, but many colleges and universities invest less in the training of talents majoring in financial management, and have not yet established a perfect practice training base in financial management. Even if some colleges and universities have corresponding cognitive practice bases in the school, the investment in personnel allocation, software and hardware equipment and financial support in the base is insufficient. As a result, students majoring in financial management cannot have a relatively complete transition before entering formal work.

3.3 Insufficient allocation of teaching staff, which is difficult to be associated with the development of financial management digitization

Although most colleges and universities have set up the major of financial management, the investment of teachers in this major is not enough. To integrate the trend of regional economic development under the background of big data into the professors of financial management in colleges and universities means that teachers and teaching teams with higher teaching level and professional quality can timely change the teaching objectives and teaching methods and adjust the teaching mode when receiving the task of infiltrating the development of talents required by regional economy into the teaching of financial management in colleges and universities, and quickly adopt flexible methods to integrate big data into professors of professional courses. But at the same time, the goal requires teachers to have a higher professional level and teaching level, not affected by the stereotyped thinking of the previous teaching mode, and have flexible teaching ability. This requirement requires colleges and universities to have more financial support and strengthen the training of teaching staff.

4. Strategies for training financial management talents in colleges and universities under the background of big data

4.1 Universities and local enterprises establish a mutual aid teaching model

Due to the continuous development of big data, economic development needs to be combined with technology and network. Therefore, it is indispensable for enterprise employees to master basic network technology and knowledge. However, due to the fact that the employees of some enterprises have not been exposed to the knowledge of information technology in college, and do not have a good foundation of network operation, or have been exposed to the traditional working mode for a long time. It is difficult to quickly start the system operation under many emerging technologies at this stage. In order to make up for the gap of financial management in colleges and universities, students can organize regular training of employees in colleges and universities. Through the first mock exam, not only can students' exercise opportunities be improved, communication skills with others can be improved, and professional knowledge of financial management majors should be consolidated, but also the improvement of the network operation ability of employees can be greatly improved. Employees with basic operation skills will help enterprises develop better and win a win-win situation with local universities.

4.2 Local enterprises provide certain internship opportunities for college students

At this stage, due to the impact of reform and opening up and economic globalization, the market is developing rapidly, and more industries begin to appear the situation of market saturation. As a result, more and more college students are facing great work pressure and can not find job opportunities. More and more college students do not know where to go after graduation. Local enterprises cooperate with colleges and universities, and colleges and universities help enterprises carry out training in the digitization of financial management. At the same time, enterprises can also provide some internal internship places and internship opportunities for college students, which can not only solve the employment difficulties of college students to a certain extent, but also absorb more and better talents for enterprises, in order to make up for the talent gap of some enterprises and promote the progress of enterprises. Cooperation between enterprises and universities, whether enterprises or universities, is extremely beneficial to each other.

4.3 Strengthening the teaching staff of financial management specialty

Due to the lack of teachers in the major of financial management in colleges and universities in many areas, it is easy to have problems such as students' basic knowledge is not solid and there are many loopholes in practical operation. Therefore, colleges and universities should strengthen the construction of school teachers, regularly carry out training for teachers, deepen professional theories, and strengthen the application of emerging technologies in financial management. At the same time, they can also irregularly invite high-level talents from local enterprises in the digitization of financial management, such as enterprise CFO and chief accountant, to hold knowledge popularization lectures for students, so that students can be in line with the development of financial management at the present stage, and lay a theoretical and practical foundation for future work.

5. Conclusion

From the above aspects, under the background of big data, the reform of financial management major in colleges and universities must be accelerated and combined with the general trend of social development. The government and local enterprises must also vigorously support the training of financial management professionals in colleges and universities, strengthen the construction of comprehensive teaching system, and further improve the facilities and equipment of colleges and universities, to establish a perfect, comfortable and excellent teaching environment and atmosphere. At the same time, colleges and universities should also vigorously help the development of local enterprises, regularly carry out training for local enterprises, and further improve the comprehensive quality of local enterprises, in order to deliver comprehensive and international talents for enterprises and accelerate the development and progress of local enterprises.

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