

Exploration of classroom teaching reform of accounting major in applied undergraduate colleges under the background of big data

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Abstract: With the advent of the era of big data, the ability requirements of enterprises for accounting talents have also changed. As an application-oriented undergraduate college, its talent training program needs to adapt to the trend of the era of big data and make corresponding adjustments, especially the setting of curriculum system and further classroom teaching reform. Under the background of big data era, give full play to the advantages of high new information technology, strengthen the management of big data, so as to further improve the teaching level of accounting professional courses. At the same time, in order to take targeted measures to improve the quality of classroom teaching and conduct scientific evaluation of teaching results, it is necessary to change the traditional teaching methods and let professional teachers realize the defects in their teaching, so as to achieve the purpose of improving the quality of classroom teaching.

Key words: big data; Classroom teaching; Accounting major

I. Introduction

With the continuous progress and development of modern society, with the more and more extensive application of Internet and information technology, the accounting profession has also undergone great changes, and the development mode of enterprise informatization has become more obvious. In the process of actual operation and development, enterprises need to combine with information and Internet, and their accounting positions have gradually changed from the traditional manual bookkeeping method and computerized bookkeeping mode to “big data” accounting based on modern information technology. Under the background of the development of big data, the teaching concept, teaching method and teaching effect in the classroom teaching of accounting major in application-oriented undergraduate colleges are facing a great impact.

Contemporary application-oriented undergraduate colleges need to cultivate application-oriented talents that meet the needs of society. At the same time, accounting majors pay more attention to the cultivation of students’ accounting and management abilities, and train students to become professional accounting talents that can be used by enterprises. In the era of big data, enterprises pay more attention to data mining ability while paying attention to financial data analysis. Accounting major is mainly a major with accounting and supervision functions. In the new era, it is necessary to change the concept and focus on training students’ data processing ability and financial analysis ability. Therefore, the teaching reform of accounting major under the environment of big data should give full play to the advantages brought by big data, optimize the teaching environment, use the network platform to carry out teaching, and use the real simulation to carry out teaching means innovation. Only in this way can we adapt to the development of The Times and improve our employment competitiveness in the rapidly developing social trend. The reform of classroom teaching can not only enhance the brand image of the school, but also improve the teaching quality of finance and accounting major.

II. Analysis of the current situation of demand for accounting talents under the background of “big data”

Under the background of the development of “big data”, more and more Chinese enterprises and groups are gradually expanding their business from domestic to international. The development of the international market economy, the change of the environment and the development of technology have all brought unprecedented new challenges to enterprises. If enterprises want to gain competitive advantage in the increasingly fierce market competition, they must reduce costs, and accurate and efficient financial management is not only an important means to reduce the cost of enterprises, but also an effective means to enhance the competitiveness of enterprises. Therefore, many multinational enterprises and groups have begun to establish corporate financial sharing service centers, and on this basis, carry out financial transformation and reorganization to support enterprise operation and strategy. Therefore, the ability demand of enterprises for financial talents has changed greatly, which requires that the professional ability of financial personnel is not limited to the basic “providing accurate financial information”, but to the “big data” financial analysis and change.

III. The current situation of classroom teaching of accounting major in application-oriented undergraduate colleges

1. Outdated teaching concepts and inflexibilities in classroom teaching methods

In the accounting classroom teaching, the teaching concept of teachers is lack of innovation, most teachers said that although the “Internet +” thought has gone deep into people’s hearts, but because many teachers are accustomed to the cramming teaching method, the new teaching concept in practice is still facing a lot of problems. In practice, few teachers will apply modern information technology to classroom teaching, making “Internet +” teaching a kind of empty talk. At the same time, most of the classroom teaching still stays in the traditional teaching methods, the teacher stands on the platform to lecture, the students listen to the lecture under the platform, the teacher is an active participant, the students are just a passive recipient, what the teacher teaches is what, the students can not think on their own, and

can not cultivate the ability of independent thinking. Moreover, teachers' teaching methods and means are relatively simple, which makes the originally boring theoretical knowledge even more boring, which greatly affects students' enthusiasm for learning and fails to attract students' attention. The classroom atmosphere has also become depressed and lack of vitality, so that the teaching effect is not good. In addition, according to different course contents, different teaching methods are adopted, that is, different professional courses need to adopt different teaching methods, not all courses can be implemented with one teaching method.

2. The classroom teaching of accounting major is not attractive

The classroom is the most important place for teachers to transfer knowledge to students. In the classroom, students should be proactive and active in learning. However, if the classroom is not attractive to students, then the emotion and process of acquiring knowledge in the classroom will undoubtedly be passive. The reasons for the lack of attraction in classroom teaching are as follows: First, teachers' teaching skills need to be improved, and they cannot actively bring students into the thinking of the classroom. In the teaching process, teachers are often the only knowledge disseminators and owners of knowledge, standing on the platform will inevitably bring a kind of condescending pressure to students. So that in the classroom, the students will appear resistance, even fear of the mood, let alone the students' attention successfully attracted to the classroom. Second, the students do not invest enough energy and heartfelt love, in the teaching process, some teachers just take the classroom teaching as a task, after a class can be regarded as the completion of their own teaching work, but it does not matter whether the students really master the knowledge, what problems they encounter in learning? The care and love for the students is not enough, and the lack of love for the educational cause they are engaged in.

3. Lack of training for students' active learning ability and other comprehensive qualities

It is better to teach people to fish than to teach people to fish. The education we teach students should not be instilled in them how many knowledge points, but the focus is to help them develop good learning habits, cultivate the ability to take the initiative to study on their own and correct social morality awareness. However, in the traditional teaching, students receive a steady stream of knowledge transmitted by the teacher, without thinking, eliminating knowledge, without thinking, digestion, just memorizing, as if the task of students is only to accept knowledge and complete the exam. In addition, in the traditional exam-oriented education, the cultivation of students' comprehensive qualities, such as patriotic education and integrity education, is also less involved in the cultivation of ideological and political literacy that students should have.

4. The cultivation of students' independent learning ability and other comprehensive qualities is not enough

Teaching people to fish is better than teaching people to fish. The education teachers give students should not only instill how much professional knowledge to students, but also pay attention to cultivating students' good learning habits, cultivating students' ability to study independently and establishing correct ideological and moral qualities. In the traditional education and teaching, students only need to receive the knowledge taught to them by the teacher, but they do not need to think and digest it deeply. For students, the learning task is to receive the knowledge passed by the teacher in class and pass the exam. In addition, in the traditional exam-oriented education, the cultivation of students' comprehensive qualities such as patriotism education and honesty awareness education is rarely involved, while the education of students' ideological and political qualities is rarely touched.

IV. The reform measures of accounting courses in applied undergraduate colleges under the background of "big data" era

1. Improve the awareness of "big data" and enrich teaching methods

Teachers have the awareness and thinking of "big data" and "Internet +", make full use of the latest information technology, and study and research the teaching methods of information technology. The teaching methods that can be referred to are: "online and offline teaching", that is, send online learning resources to students before class, so that students can learn anytime and anywhere. Not only that, when students watch online resources, they can arbitrarily control the progress bar, and they can learn repeatedly for the places they don't understand. Before class, the teacher will test the online knowledge of the students, and will understand the mastery of the knowledge points according to the test results, and evaluate and feedback the learning effect of the students in the form of teacher-student interaction. This way can break the previous teaching method of "full classroom irrigation", put students in the main position, and improve students' self-study ability and cooperative spirit. In addition, teachers can also use "VR/AR field scene experiential teaching", the use of VR/AR technology to combine virtual scenes with actual classroom case teaching, can make students experience the actual business of the company, its role simulation, deepen the understanding of economic transactions, improve their enthusiasm for learning, stimulate students' interest in learning.

2. Focus on improving the attractiveness of classroom teaching

For a teacher, if he wants to improve the attractiveness of the classroom, he must first have enough professional knowledge, which is the fundamental and basis for improving the attractiveness of classroom teaching. Therefore, teachers in application-oriented undergraduate colleges and universities should constantly recharge and enrich themselves with the idea of lifelong learning. Secondly, teachers should flexibly use teaching skills in teaching, actively bring students to the classroom, let students think on their own, and follow the teachers' teaching ideas. In this process, students will find problems, analyze problems, and solve problems. At the same time, students should be encouraged to ask questions, teachers and students should maintain exchanges of thinking, and carry out brainstorming together. Arouse students' strong interest and motivation in learning, in addition, students can also get a sense of accomplishment and happiness in the learning process. Third, teachers should have a love of the cause of education of the heart, full of care and love for students. In the process of classroom teaching, teachers should start from the students' position, think from the students' point of view, put the students in the first

place, guide the students, support the students, encourage the students and help the students.

3. Implementing curriculum ideological and political education in classroom teaching

Curriculum ideological and political education is an educational concept, which refers to the teacher in the teaching process, the teacher will teach the course and ideological and political courses combined to produce a synergistic effect, so as to carry on the correct world outlook, outlook on life and values of the cultivation of students, in the accounting classroom teaching, to pass this idea to students. For example, in the classroom teaching of financial management course, in the study of the content of the chapter of calculating the time value of money, students should be cultivated to cherish the idea of time and establish the correct concept of time management; In the course of auditing classroom teaching, we should train students to be objective, just, rigorous and meticulous principle and attitude. In the process of classroom teaching, teachers should have comprehensive interaction with students, such as using some case teaching method, micro-class video and other network tools, to improve students' participation, improve teaching quality, and further enhance the ideological and political momentum of professional courses.

V. The conclusion

A good lesson should be the goal of every teacher's life struggle, but also the most fundamental need of a teacher. Therefore, in order to let students drink a glass of water, teachers must have a bucket of water, teachers should strive to cultivate their internal skills, get ready for lifelong learning, integrate the love of education and love for students into the classroom, let teachers and students communicate on an equal basis, improve and optimize the classroom teaching methods, improve the quality of classroom teaching, and improve the quality of classroom teaching. To train and transport high-quality accounting professionals for the society.

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