

# Exploration of Talent Training for Accounting Majors in Universities in the Intelligent Era

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**Abstract:** In response to the new era, cultivating innovative talents is a focus of many universities at present. In the context of intelligence, universities should combine the teaching characteristics of accounting majors, analyze the abilities that accounting professionals in new era universities need to possess, and actively implement effective teaching reform measures in combination with the problems in teaching. This can further improve the quality of talent cultivation and provide guarantees for students to enter positions in the future. This article conducts research on the cultivation of accounting professionals in universities in the era of intelligence, and puts forward corresponding opinions on this.

**Keywords:** The era of intelligence; Accounting major in universities; Talent cultivation; research

**Introduction:** Taking regional economic development as the guide and serving social management is a key criterion for universities to design accounting talent training models and effectively strengthen their core competitiveness. In the context of intelligence, the Ministry of Education's requirements for the comprehensive ability of accounting professionals are to cultivate new era talents who are adaptable to information technology, possess data analysis and accounting management abilities, and possess good professional ethics, innovative consciousness, knowledge of accounting basic business, law, and intelligent knowledge. Therefore, schools and professional teachers need to combine the background of intelligence, start from clarifying talent training goals, building a dual teacher teaching team, innovating teaching carriers, and other aspects, further strengthen top-level design, and effectively strengthen the core competitiveness of accounting professionals.

## I. The Requirements for the Ability of Accounting Talents in Universities in the Intelligent Era

### 1. The ability to learn independently and continuously

At present, the market economy and information technology continue to undergo changes, and at the same time, accounting policies in society are further updated and improved. This means that students need to continuously learn and have the awareness of sustainable development. For accounting staff, they need to learn independently and continuously, in order to master more skills and understand more intelligent means, improve their knowledge and skill framework, and better adapt to the job.

### 2. Ability to process and analyze data

In the era of big data and intelligence, the working mode of accounting personnel has undergone significant changes. With the help of intelligent financial software, accounting personnel can efficiently complete basic data collection tasks, which not only greatly improves work efficiency but also significantly reduces error rates. Therefore, in the context of the artificial intelligence era, accounting personnel must master the core abilities of data processing and analysis to adapt to increasingly complex professional needs and ensure their competitiveness in the workplace.

### 3. Strategic decision-making ability

Based on practical analysis, the current financial software on the market mainly focuses on basic accounting tasks, while there is still room for optimization in the performance of management functions. Therefore, accounting personnel need to undertake more important business decision-making responsibilities, including but not limited to high-level tasks such as prospect forecasting, risk management, and evaluation analysis, which go beyond the capabilities of existing financial software and intelligent robots. From this perspective, accounting personnel should enhance their learning and practice in areas such as risk management, strategic decision-making, and internal control, in order to provide more accurate advice for business operations, assist business operators in making more reasonable strategic choices, and ultimately achieve the maximization of enterprise value.

## II. The limiting factors in the current training of accounting professionals in universities

At present, cultivating high-quality and skilled talents has become a focus of many universities. Many schools and accounting teachers are actively adapting to the development of the times, implementing necessary teaching reform measures to further strengthen the core competitiveness of students. However, there are still some problems in this process. Firstly, the goals of talent cultivation are not clear. In the era of intelligence, the talent cultivation goals of accounting majors in universities have undergone corresponding changes. Teachers not only need to cultivate students' professional knowledge and skills, but also focus on the development of students' comprehensive literacy and quality. However, many teachers have not clearly defined this goal, resulting in a disconnect between students' overall abilities and reality. Secondly, the teaching staff is not up to standard. In the context of intelligence, teachers need to have a sense of teaching innovation and a certain level of information literacy. However, schools rarely pay attention to the improvement of teacher abilities in development, which is not conducive to the smooth implementation of accounting professional teaching activities in the context of intelligence. Finally, the

teaching method is single. On the one hand, the teaching methods used by teachers are not sufficient to achieve the teaching goals under the background of intelligence, and on the other hand, schools have not attached importance to the construction of intelligent platforms, which leads to a lack of targeted teaching activities and makes it difficult to achieve the training goals of accounting professionals in the new era.

### **III. Strategies for cultivating accounting professionals in universities in the era of intelligence**

#### **1. Based on the positioning of talent cultivation goals in the era of intelligence**

At present, with the continuous development of science and technology, intelligent methods have gradually penetrated into various fields, and accounting work is no exception. The introduction of new technological means can not only significantly improve the efficiency of accounting work, but also incomparable in accuracy and speed compared to manual operations. In this context, the training goals for accounting professionals in universities do need to be repositioned. Traditional accounting education mainly focuses on cultivating students' professional knowledge and skills, such as financial statement preparation, tax processing, cost control, etc. Accounting professionals under intelligence not only need to master solid professional knowledge and skills, but also need to have the ability to use intelligent methods for accounting. They need to understand and master relevant accounting software, algorithms, and data analysis tools, be proficient in data entry, processing, and analysis, in order to improve the efficiency and accuracy of accounting. Moreover, modern accounting professionals also need to possess interdisciplinary knowledge and abilities, as well as a sense of independent development. For example, relevant heat sources require knowledge in computer science, data science, artificial intelligence, and other related fields in order to better understand and apply intelligent methods. At the same time, they also need to have innovative thinking and problem-solving abilities, be able to flexibly respond to various complex accounting problems in the constantly changing economic environment, and better adapt to society.

#### **2. Building a "dual teacher" education team around intelligent development**

The construction of a dual teacher team can ensure the smooth implementation of subsequent teaching activities, while also fully leveraging the application value of new teaching methods. Therefore, in the context of intelligence, schools need to focus on improving teacher abilities and start building a dual teacher teaching team. Firstly, schools need to develop plans to enhance their teaching staff. School administrators need to do a good job in publicity, so that accounting teachers can deeply understand the background connotation of intelligence and the application scope of new teaching methods; The school conducts research to understand the current teaching situation of teachers on campus. Subsequently, the management personnel develop a preliminary plan to enhance the educational ability of teachers, plan the educational ability and scope that teachers should possess in the new era, and develop a new management system. Secondly, in order to enhance the abilities of accounting teachers, schools should carry out corresponding teacher training activities. In the process of school development, on the one hand, it is necessary to actively carry out training work, guide teachers to participate in various training processes conducted on campus, and effectively improve their information literacy. This can avoid deviations in subsequent teaching reform work. On the other hand, relying on the advantages of intelligence, schools are creating online "teacher studios" and "teacher studios" to attract more teachers from schools to join, enabling them to share their educational experiences and achieve the sharing of various educational resources. Finally, the school further strengthens cooperation between schools and enterprises. The school regularly organizes accounting teachers on campus to go to the front line of enterprises for learning, so that they can master the standards of frontline production and the requirements of enterprise employment, and improve the comprehensive education ability of teachers; The school hires enterprise engineers, accounting managers, etc. to guide and further optimize the structure of the teaching staff on campus, thereby ensuring the smooth implementation of a series of teaching activities in the future; An off campus team composed of part-time professional leaders, backbone teachers, and practical training instructors is formed to join the transformation and construction process of the accounting profession. These teachers work together to teach course knowledge and provide practical training guidance for students

#### **3. Relying on intelligent technology to innovate educational carriers**

In the past, from a teaching perspective, the main approach was for teachers to combine teaching content, key points, etc. to explain knowledge, and then let students understand and practice. However, this approach cannot effectively reflect student subjectivity and is not conducive to the comprehensive development of students. In the context of intelligence, teachers can take advantage of the advantages of Internet plus to actively innovate the teaching model to ensure the comprehensive development of students. For example, in the teaching of audit policies, the author utilized online teaching platforms to carry out teaching activities, and provided students with sufficient space for thinking and practice through offline teaching. Firstly, during the online teaching stage, the author communicated with the teachers in the studio and selected effective teaching content. These contents were designed as micro lessons, learning cases, etc. Then, the author uploaded these contents to the class learning platform. Students can learn relevant knowledge by logging in on mobile phones, computers, and other terminals. At the same time, students also need to complete simple multiple-choice questions, short answer questions, and other learning tasks. The online platform has a recording function, and the author mainly analyzes students' learning weaknesses. After that, these contents are integrated to facilitate the smooth implementation of offline teaching activities. In offline teaching, the author made students aware of the current audit policies in China, and then made them aware that the introduction of big data and intelligent methods in accounting and auditing can reduce unnecessary accounting processes and procedures, save manpower, material resources, and financial resources, and improve accounting work efficiency. At the same time, the author also led students to understand the requirements of relevant positions for students' comprehensive abilities, gradually establishing innovation and employment awareness, and continuously improving their knowledge and skills system. Not only that, the author also conducts a comprehensive evaluation of students' online and offline learning

situations, helping them understand their weaknesses in learning in a timely manner. At the same time, the author also introduces new teaching content in a timely manner based on the student's learning situation, in order to ensure the smooth development of subsequent teaching activities.

#### 4. Building a Multi in One Accounting Practice Platform

With the rapid development of the intelligent era, the single accounting comprehensive training system and training base for accounting majors in universities are no longer able to meet the needs of the new era. With the widespread application of advanced technologies such as big data and cloud computing, universities should combine accounting talent cultivation, further cooperate with enterprises, and build new types of big data practical teaching bases to better cultivate students' data processing ability, innovation and entrepreneurship ability, and comprehensive ability. Firstly, close cooperation between schools and enterprises. Schools should actively establish strategic partnerships with enterprises and software companies to jointly develop accounting training systems that meet the needs of the big data era. Such a system should have characteristics such as high simulation, real-time updates, and resource sharing, allowing students to deeply experience the accounting processing methods of the big data era in practice, thereby gaining a deeper understanding and mastery of relevant knowledge. Secondly, focus on the introduction of new technologies. By introducing advanced training software, hardware equipment, and big data analysis technology, students can exercise their data processing and analysis abilities in practice, and enhance their awareness of innovation and entrepreneurship. At the same time, this also helps to promote the transformation of the accounting talent training model, from traditional accounting to composite and innovative technical and skilled talents. In the process of talent cultivation, universities should also make full use of big data practical teaching bases and carry out various forms of practical teaching activities. For example, students can be organized to analyze practical cases, simulate accounting operations of enterprises, and participate in financial management of enterprises. These activities not only enable students to better grasp theoretical knowledge, but also cultivate their practical abilities and teamwork spirit, laying a solid foundation for future career development. Finally, vocational colleges should also pay attention to the close integration with regional economic development in the process of building big data practical teaching bases. By cultivating more versatile and innovative technical and skilled talents, we can provide strong talent support for regional economic development. Not only that, universities should also strengthen communication and cooperation with local governments, jointly promote innovation and development in the accounting industry, and closely integrate regional economic development with university talent cultivation, thereby strengthening the core competitiveness of talents.

### Conclusion:

In the era of digital economy, the application of intelligent financial software and electronic invoices has led the accounting industry towards diversification and intelligence, which also means that the current standards and requirements for training accounting professionals in vocational colleges have undergone corresponding changes. In order to meet the needs of social development and effectively enhance the core competitiveness of students, universities and accounting teachers need to adapt to changes in the times, innovate education models in a timely manner, enrich teaching content, and build a new teaching system to effectively promote the development of professional teaching. Schools should attach great importance to improving the educational ability of teachers and building a teaching staff in the digital economy era. Professional teachers need to adapt to the development of the times, transform and upgrade traditional education models, and thereby improve the quality of talent cultivation.

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