

# Research on the Training Practice of Intelligent Financial Professionals in Colleges and Universities

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**Abstract:** At present, the development of society as a whole in our country in the process of acceleration, the national education work in colleges and universities to give importance more and more high, the domestic university actively mobilize social forces, taking advantage of the industrial sector, the effect of increased intelligence work, all of these talents has played a powerful role in promoting. Therefore, under the background of intelligence, this paper also analyzes the specific work mode of financial professional personnel training in colleges and universities, hoping to optimize the overall work process by using new work development methods, so as to achieve the best effect of talent training and transport more high-quality financial professionals for our society.

**Keywords:** Colleges and Universities; Intelligent; Major in Finance; Cultivation of Talents

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## Introduction

Intelligent talent training is the most effective education method adopted by colleges and universities in China in the actual development process in recent years. Colleges and universities have established a talent training system to meet the needs of intelligent development, which can also transport more complex and high-skilled talents for the society. Under the background of intelligence, the development of higher education needs to meet the actual needs of the current social development, the use of new talent training mode, to achieve the best effect of education, so that the overall quality of talent in China can be improved. This article is based on financial professional education work in colleges and universities to carry out the actual situation as the core, the intelligent analysis background, specific training mode of talents, and the main purpose is to avoid the insufficiency of previous education work, improve the characteristics of intelligent education, as a financial professional education work in colleges and universities in our country, construct the new education policy and system.

## 1. Practical dilemma of intelligent financial professional talent training in colleges and universities

### 1.1 There is not enough fit between talent training and enterprise needs

In China's colleges and universities, most of the internal campus focus on financial professionals, so it is necessary to cultivate more high-quality talents with skills. Most of the students are engaged in accounting-related jobs in large and medium-sized enterprises after graduation. In the process of economic development, the industry needs to make concerted progress. If the accounting industry wants to truly face the current latest social development environment and embark on a new development state, it needs to base itself on the current situation of market economy and enter a new stage of reform. This also requires talents to establish the ideology of lifelong learning, which is no longer limited to the simple work within the industry, but also needs to develop towards the direction of senior and intermediate accounting talents. But because the education work has a certain lag, in colleges and universities in our country, financial professional graduates in vocational ability, compared with the enterprise actual demand of choose and employ persons also there is a huge difference, seriously affects the connection between education output and employment needs, makes it difficult for the

intelligent of social finance specialty to get substantial effect, and also affects the overall quality of talent training.

## **1.2 There is a disconnect between course offering and actual job demand**

In the process of training financial professionals in China's colleges and universities, the problem presented by most campuses is that there is a disconnect between the overall course setting and the needs of actual posts. Because the knowledge learned by students has a direct impact on the application of future work, only by learning more knowledge content can students improve the application effect of knowledge and give play to their advantages in the post. But most of the colleges and universities on the financial professional curriculum, attention to only the professional theory knowledge, but lack of practical education for students, only consider accounting, ignoring the management, not only affects the effect of teaching practical work, can also lead to students after graduation, the work is difficult to meet the needs of actual jobs.

Facing the current social environment for the development of information technology, the overall work of the status quo is in constant change, the accounting profession in the duty is no longer limited to the accounting operation of historical accounts, but also need to participate in the process of enterprise management, which is also a direction of financial accounting to the management accounting development a demand, also required in the enterprise, Accounting personnel can combine their own calculated final results, as well as the actual situation of the work of various departments in the enterprise, to provide strong support and relevant basis for the implementation of the next step of the work of the enterprise, only in this way can achieve the maximum effect of the work of the enterprise. So also can see that in institutions of higher learning as the main body of financial professional talent training courses in accounting, and there is a serious disconnect between real post demand, affect the overall quality of personnel training, for the work of students' quality education also have no attention, these can affect students' future development, result in colleges and universities in our country during the process of conducting financial and professional work, Intelligent this method can not really play its role and advantage.

## **1.3 The Double-type Teacher team construction is not in place**

In the process of developing the intelligent work of finance major in China's colleges and universities, it is necessary to have a team with relatively rich qualifications Double-type Teacher for talent cultivation, which is also the most basic guarantee for talent cultivation. Because students' knowledge learning, students' ability training, as well as the improvement of students' quality and level, are directly affected by the actual situation of teacher education. So Double-type Teacher team to based on the present situation of the student development, teachers play the advantages of, reasonable to education and guidance of students, so most of the colleges and universities, for the construction of double type teachers gave higher strength and support, to improve the Double-type Teacher share, but the overall teaching quality still needs to be promoted. Is mainly because a lot of accounting of colleges and universities teachers, most enterprises work experience, or the lack of accounting work experience, Double-type Teacher certificate and the quality can't match, this has also led to the teacher in the process of education will not be able to play our own strength, also cannot be scientific and reasonable to undertake to the student guide.

In fact, in the teaching process, the campus needs to realize that the certificate double-qualified teacher does not represent the teacher's strong practical operation ability, or the teacher's contribution to the local economic development. The experience of teachers in enterprises is often just a form, lack of substantive value, and the financial workers in the enterprise own excellent operational skills, rich in relatively rich practical experience, but there is also the phenomenon of insufficient theoretical level. Therefore, it can also be seen that the lack of double-qualified teachers team construction has seriously affected the further development and implementation of intelligent work.

## **2. Construction strategy of intelligent financial professional personnel training in colleges and universities**

### **2.1 promote the development of intelligent education and realize the integration of dual certificates**

Institutions of higher learning in the financial professional talents training and implement the process of work, need accurate

direction of accounting personnel training the subject position, ensure that the entire education work can truly adapt to the development of the market and the changes of The Times, combining its own characteristics, create a with personalized professional brand.

In institutions of higher learning, finance major also needs to optimize its curriculum Settings, so as to achieve seamless connection and correspondence between curriculum education and enterprise needs, and also to ensure the reasonable development of intelligent education and realize the integration of double certificates. In the process of mastering the most basic principles of financial processing inside the campus, students are required to master the processing methods of financial related processes in the enterprise. According to the actual needs, vocational qualification certificates and academic certificates are developed. In the modern system of students on the perspective of the professional qualification standards and ways for effective integration, highlights the financial professional education work in colleges and universities of professional features, truly the enterprise held by subjectivity, make enterprise in the process of teaching and practice training to ensure that the students really integrated into the intelligent education mode. For example, part-time experts in accounting can carry out modular integration of classroom education content according to the requirements of the enterprise. Under the background of the latest era of intelligent mechanism, the construction of practice and training base, restore the real social scene, so that the enterprise's education work can realize the purpose of teachers and students to learn together, common progress, can also take this as a guide, broaden students' horizons, improve students' comprehensive quality and ability.

## **2.2 Carry out skill competition to realize alternating activities between work and study**

In the process of developing and implementing the teaching work of finance major in colleges and universities, the double-certificate system is not the only standard to measure talent cultivation, but also needs to improve the applicability of the double-certificate system on the basis of double integration. In order to test the results of financial students, many colleges and universities have started to establish contests in accounting and tax affairs to show the overall effect of the activity of work-study alternation. The competent departments of colleges and universities still take the education of students as the main body, and the participation of enterprises has become another basis for talent evaluation. For example, let enterprises participate in the formulation of competition rules and competition content and mode, so as to achieve the most effective educational purpose, and also let enterprises become judges, providing overall support and basis for the whole competition.

## **2.3 Update the evaluation mechanism of accounting talents in colleges and universities**

Institutions of higher learning in the new era background, the need to develop is highly skilled and innovative talents, this not only need to pay attention to the college students' employment after graduation, but also need to pay attention to the enterprise such as the main body according to the specific evaluation of financial professionals, it is also for talent evaluation and measure an important basis. So under the background of intelligent, financial professional also need to introduce a relatively comprehensive evaluation and examination mechanism, in addition to the content of the campus daily inspection, but also need to use the assessment of practical training method, play the enthusiasm of these advantages, based on analysis of the form to solve the problem, improve the students' comprehensive quality and ability.

In addition, it is also necessary to carry out systematic design for the education work of finance major, comprehensively analyze and predict the current development status of students, and realize effective intelligence by means of resource integration. On the evaluation methods, mainly is the teacher's evaluation as the core, combined with mutual between students, enterprises of professional evaluation, the evaluation content combined with each other, can not only as the basis of a student's current development situation, can also give students a subsequent progress to find the most powerful support, reduce the financial professional talents and social actual demand gap, Adapt to the overall quality measurement standards and evaluation standards of accounting talent training in the latest society, establish and improve the supervision and feedback mechanism, so as to promote intelligence, but also to achieve a win-win situation between the enterprise and the campus.

## 2.4 Position personnel training objectives according to market demand

In the process of social development and change, the employment demand of each industry is also constantly changing, which also leads to the phenomenon that many colleges and universities do not have clear goals in the cultivation of financial professionals. Therefore, colleges and universities also need to pay attention to the changing situation of the employment of accounting industry. Joint enterprises to participate in and develop accounting personnel training specific programs, as well as the relevant basis. According to its own school-running advantages and characteristics, it has relatively clear provisions for the direction of campus development, and strives to set up a distinctive and influential education model in this professional teaching work.

Teachers need to be combined with industry trends, to improve their teaching ability, strengthen the education of their work in the present level of business, create the good atmosphere of cooperation between colleges and the growth of education work targets and career development goals, all promote the overall development of the financial professional, improve the quality of financial and professional talent training. Colleges and universities need to combine intelligent methods to formulate the goal of financial professional personnel training, and ensure that the goal is compatible with the employment needs of enterprises, so as to achieve the output of educational resources, and the effective combination of employment needs, to achieve the best effect and purpose of education work.

## 3. Conclusion

What has been discussed above, under the background of intelligent to know the specific implementation of financial and professional talent training in colleges and universities path, hope to be able to really promote the colleges and universities on the path of reform and development of new, to strengthen cooperation and linkage between businesses, play advantage and function of the intelligent, around the core concepts of accounting personnel training, carry more high quality of high quality talents for the society, Realize intelligent this virtuous circle and win-win situation.

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