

Research on the Cultivation of Accounting Informatization Talents in Colleges and Universities in the "Internet plus" Era

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Abstract: Since the new era, China's education system has been in constant change, especially in the context of the Internet era, the development of the accounting industry has ushered in new changes, and the demand for accounting talents has changed. At this time, the reform of accounting talent cultivation mode has become the focus of the reform of accounting major in colleges and universities. Therefore, in the development process of colleges and universities, for the cultivation of accounting talents, it is necessary to base on the needs of social development, introduce "Internet plus education", reform and innovate the traditional cultivation mode of accounting talents, cultivate the information literacy of accounting talents, and comprehensively improve the cultivation level of accounting informatization talents. In this regard, based on the "Internet plus" era, the article explores the training path of accounting informatization talents in colleges and universities.

Keywords: Internet Plus Era; Colleges and Universities; Accounting; Promotion of Information Technology; Talent Training Mode

Under the background of the "Internet plus" era, changes have taken place in various fields of society, and profound changes have taken place in the demand for talents. At this time, colleges and universities should also change with the development of society. The cultivation of talents follows the pace of the times, making the talent cultivation mode of colleges and universities more characteristic of the times. Accounting is a popular major in colleges and universities at present.[1] In the era of "Internet plus", the cultivation of accounting talents should also be innovated. Only by clarifying the needs of social development in the new era for accounting talents, changing the education mode, and cultivating accounting informatization talents can we meet the needs of the development of the accounting industry in the new era.

1. The cultivation of accounting talents in the new era

The arrival of the "Internet plus" era represents the arrival of new social development trends and the emergence of new economic forms. Throughout the reform of the education sector, China is paying more and more attention to the improvement of national quality. In the era of "Internet plus", education also needs to be in line with the times, so that it can be further optimized and cultivate more pillars that meet the needs of social development. The accounting industry is a hot industry in today's social development.[2] With the arrival of the "Internet plus" era, the requirements of accountants for talents are constantly improving, which puts forward new requirements for college education. However, throughout the education work of accounting major in colleges and universities today, due to the lack of attention and the bondage of traditional concepts, it is difficult to output high-quality talents for social development due to the improper connection between the education work of accounting and the development of social industries. From the perspective of the accounting profession, the requirements for understanding abstract theoretical knowledge and humanistic quality are relatively high. The current college students must have these two requirements to develop professionally. From the perspective of the reform requirements of the accounting profession at this stage, cultivating talents with professional ability and professional quality is the talent needed by the society.[3] Therefore, in the era of "Internet plus", colleges and universities need to follow the pace of the development of the times, look at the education of accounting profession with new ideas, explore new means of education, and cultivate high-quality accounting professionals.

2. Understand the impact of the "Internet plus" era on the accounting industry

2.1. Impact on accounting functions

From the analysis of the basic functions of traditional accounting, accounting and supervision are the main functions, and other functions are far less effective than these two functions, so this is also the main direction of traditional colleges and universities to cultivate accounting talents. However, in the era of "Internet plus", the accounting industry has introduced Internet, big data, cloud computing and other technical means, and the efficiency of accounting work has been greatly improved. At this time, accounting and supervision functions can be completed only with a small amount of human resources, so the real-time forecasting and decision-making functions of accounting are more prominent. At the same time, the changes in the social and economic environment have higher requirements for the management functions of accountants. It is expected that accountants will play a greater role in management, which is a new challenge for talent cultivation in colleges and universities.[4]

2.2. Impact on service model

The arrival of the "Internet plus" era has promoted the construction of a new type of accounting service system, and at the same time has achieved a subversive change to the traditional accounting service model. Especially with the popularity of the Internet, it has provided a new way for accounting work. The "online+offline" service mode has become a new working mode in the accounting industry, breaking through the time and geographical restrictions on accounting work. The emergence of the new "Internet+Accounting" sharing economic model has posed new challenges to the cultivation of accounting talents in colleges and universities.

3. Deficiencies in the training mode of accounting talents in colleges and universities at present

3.1. The goal of talent cultivation lags behind

At the present stage, many colleges and universities generally make appropriate adjustments to the training objectives for accounting talents according to the training objectives set by the education department and based on the characteristics of the school level and the region where the school is located. However, on the whole, the training objectives for accounting talents set by colleges and universities at the current stage are too backward, with problems such as paying more attention to accounting, paying more attention to skills, and neglecting accounting. On the contrary, there is a lack of cultivation of students' management ability, innovation ability and coordination ability. Most of the students can only be competent for traditional functional posts such as accounting and auditing, which is difficult to meet the requirements of the "Internet plus" era on accounting talent management, data mining, coordination, decision-making, etc.

3.2. Backward curriculum system

In terms of setting up the accounting curriculum system in colleges and universities, it is mainly a professional curriculum system built around the traditional goal of cultivating accounting professionals, and it is inevitable that the system will fall behind. At this stage, many colleges and universities have not only set up core courses specified by the Ministry of Education, but also set up highly operational accounting courses such as Financial Enterprise Accounting. However, they basically complete the cultivation of this link online. The use of the Internet is limited to courses such as Computerized Accounting. In ordinary practice courses, students only use financial software to operate. In the era of "Internet plus", the demand for accounting talents is increasing, which requires them to have business capabilities such as data collection, sorting, decision-making, etc. These contents are not included in the curriculum system.

3.3. Too single teaching method

From the analysis of the traditional accounting teaching mode in colleges and universities, the available teaching resources are limited, and the teaching means are too simple. Under the mode of teacher's classroom explanation+practical operation, students are in a passive knowledge acceptance state for a long time, and the low participation and analysis will inevitably affect the teaching effect. In the era

of "Internet plus", the emergence of big data, cloud computing, Internet of Things and other technologies has provided a wealth of teaching resources for accounting courses, and also innovated teaching modes, such as the use of micro classes, MOOC, flipped classes and other methods, which can activate the enthusiasm of students to participate. However, due to the limited teaching staff and information literacy to be improved, it is difficult to make full use of these resources and means, leading to the poor effect of accounting talent training.

4. The Path for Colleges and Universities to Cultivate Accounting Informatization Talents in the "Internet plus" Era

4.1. Scientific formulation of talent cultivation objectives

In the era of "Internet plus", scientific formulation of accounting talent training objectives is the key to the innovation of accounting talent training mode, and it is also the guarantee to promote the smooth implementation of accounting talent training. Therefore, colleges and universities need to take into account the demand for accounting talents in the "Internet plus" era and the actual development of the accounting industry in today's era when formulating talent cultivation goals, deeply understand the requirements of enterprises for accounting talents, reasonably position the direction of accounting talent cultivation, and formulate reasonable talent cultivation goals. In addition, education experts or accounting industry scholars are invited to analyze the necessary qualities of talents required by the accounting industry in the current era, and on this basis, the training objectives of accounting talents that meet the requirements of the "Internet plus" era are formulated.

4.2. Adjust the curriculum system of accounting major

From the perspective of traditional accounting teaching in Chinese colleges and universities, there are defects in the curriculum system of accounting major. Many contents related to the cultivation of accounting talents have not been included in the curriculum system. For example, many colleges and universities still stay in the computerization stage in the cultivation of accounting talents, which leads to the students' lack of solid computer foundation, which will inevitably limit the improvement of talent cultivation quality. Therefore, the current colleges and universities must ensure the rationality of the setting of the accounting curriculum system, adjust the curriculum system in combination with the development trend of the times and the requirements for the cultivation of accounting talents, integrate the computer foundation, network security, cloud computing, big data and other modern technical contents into the curriculum system, and pay attention to the improvement of college students' skills. At the same time, for the cultivation of accounting professionals, it is also necessary to add management accounting, investment decision-making, risk management and other contents to the curriculum system, strengthen the professional quality of college students, and cultivate accounting professionals with strong abilities in all aspects.

4.3. Innovating the Teaching Method of Accounting Major

In the traditional accounting teaching in colleges and universities, teachers occupy a dominant position in the classroom, which limits the development of college students' subjective initiative. Therefore, in terms of accounting teaching in colleges and universities in the era of "Internet plus", teachers must combine actual teaching needs and innovate teaching methods. In teaching, teachers can use flipped classroom, independent inquiry, group cooperation and other ways to organize teaching work, fully mobilize the enthusiasm and autonomy of college students, and play the main role of students to complete teaching tasks. At the same time, teachers can also use scenario simulation training to enable students to improve their practical operation ability after contacting practical and useful knowledge, so as to better meet the needs of the accounting industry for talent cultivation.

4.4. Build a professional team of excellent teachers and provide more training and learning opportunities

In the teaching work of accounting major at the university stage, preaching, imparting knowledge and solving doubts are teachers' responsibilities. In the past, teachers were in an absolute dominant position in the classroom. Teachers' professional ability and professional quality directly related to the teaching quality, and also determined the level of accounting talent training. Therefore, in the era of "Internet plus",

it is necessary to update teachers' educational ideas, create a professional and qualified teaching team, and provide guarantee for cultivating high-quality accounting talents. First of all, colleges and universities need to regularly carry out targeted training on accounting teaching, timely update computer, network security and other knowledge, and improve the information literacy and professional quality of accounting teachers. Secondly, colleges and universities need to organize more accounting teachers to participate in expert lectures on "Internet plus Accounting" to promote teachers to accept the latest teaching ideas. Finally, teachers themselves need to recharge in time in their spare time, supplement themselves, improve themselves, understand the changes in the accounting industry in the "Internet plus" era, update their knowledge structure, and provide a good guarantee for cultivating excellent accounting talents.

Practical ability is a necessary skill for accountants to engage in the accounting industry. In the era of "Internet plus", there are also high requirements for the practical operation ability of accounting talents, which requires college accounting students to have this ability. Therefore, in the cultivation of accounting talents, teachers need to focus on the accounting industry, strengthen the development of practical training courses for students in line with the principle of applying what they have learned, and exercise students' practical operation ability. At the same time, colleges and universities also need to deepen school enterprise cooperation, connect posts, and provide more opportunities for students to participate in practical training, so that students can strengthen their ability to improve in the process of post-practice, so that graduates have good job adaptability.

5. Conclusion

In a word, with the advent of the "Internet plus" era, profound changes have taken place in the development of society, which has also had a profound impact on the development of the accounting industry. Under the background of the big environment, the accounting industry has a lot of new requirements for talents, and the training mode of accounting talents has changed a lot. In order to better ensure the output of high-quality accounting talents, it is necessary for colleges and universities to actively reform the training mode of accounting talents based on the reality of social development. Therefore, colleges and universities need to be based on the requirements of accounting talent cultivation in the context of the "Internet plus" era, make reforms in teaching methods, curriculum settings, practical teaching system and other aspects, improve the accounting talent cultivation system in colleges and universities, and improve the quality of accounting talent cultivation.

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