

Research on the Teaching Reform of Securities Investment in Colleges and Universities

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Abstract: *The further reform of the securities market has promoted the continuous optimization of financial products, and has also had a greater impact on the development of securities investment teaching. Therefore, the securities investment courses of relevant majors in colleges and universities should change the classroom teaching pattern and create a characteristic course of securities investment that is suitable for China's national conditions. Therefore, this paper probes into the current problems in the teaching of securities investment course, and puts forward targeted teaching reform suggestions.*

Keywords: *Universities; Securities Investment; Reform in Education*

1. Introduction

Among the finance and economics majors in the application-oriented colleges and universities, the course of securities investment occupies an important position. Relevant colleges and universities and teachers should innovate and reform the course teaching work in a timely manner, actively shoulder the burden of cultivating high-quality talents, and cultivate students with modern international vision and modern financial knowledge. At present, China is in a critical period of reform and development. Only by promoting the continuous optimization of the education system and education model can we achieve long-term good development.

2. Understanding the Importance of the Course of Securities Investment

Securities Investment is a required course for finance related majors in colleges and universities. Through learning this course, students can master the basic knowledge of securities, and then apply the knowledge of securities investment courses to make independent analysis of securities investment. This course is helpful for students to consolidate the theoretical knowledge related to securities practice, and then to have a comprehensive understanding of the principles behind the stock operating system, so as to help students maximize their personal knowledge, help students have a stronger risk awareness and sense of responsibility, and have a better ability to analyze and operate securities market.

3. Teaching characteristics of securities investment

3.1 Modularization of teaching content arrangement

When arranging the teaching content, the course of Securities Investment includes three parts: preview before class, classroom teaching and reflection after class. In each part, the teaching requirements are elaborated in detail. For example, the teacher releases the content of the chapter before the formal class to mobilize the students to participate in the preview independently. At the same time, before participating in the learning above the classroom, the teacher checks the preview effect of the students themselves in the form of a test; In the process of classroom teaching, teachers usually use case teaching method, project teaching method and group activity teaching method to create an interactive classroom teaching atmosphere for students to the maximum extent; In the process of reflection after class, teachers help students summarize and sort out the knowledge they have learned by means of mind mapping. When arranging the course for Securities Investment, each teaching content is independent of each other and related to each other.[1] Therefore, it is necessary to not only teach the corresponding key technologies of a single securities system, but also attach great importance to the commonalities among various securities systems.

3.2 Emphasis on practical operation in teaching process

When teaching the course of Securities Investment, teachers need to clarify the specific characteristics of different knowledge points and adopt appropriate teaching methods, which can effectively stimulate students' interest in learning with the help of case teaching method, demonstration teaching method, heuristic teaching method and experimental teaching method. At the same time, the opening of practical activities has been highly valued. All application-oriented colleges and universities should build and improve the supporting practical operation platform based on the overall development status of the modern financial industry, thereby helping students create high-quality practical operation opportunities, helping students effectively enhance their practical operation ability, and laying a good foundation for future students to participate in practical activities[2].

3.3 Assessment and evaluation shall be conducted in the form of combining application process with test

When examining the teaching situation of the course "Securities Investment", the assessment and evaluation work has a strong traditional examination characteristics, but compared with the final examination results, it also pays much attention to the assessment of the learning process. As the assessment indicators specifically cover students' participation in classes, activities, homework completion, practical activities and final grades, they have strong scientific characteristics.

4. Problems Faced by the Teaching of Securities Investment in Colleges and Universities

4.1 Modernization of teaching objectives and contents

Although the course of securities investment combines theoretical teaching and practical teaching, it is relatively difficult to organize the teaching of the course due to the complexity of the securities market. Some education practitioners generally believe that after promoting students to master and absorb theoretical knowledge, their practical operation ability will naturally improve. Therefore, education practitioners began to focus on the application of the classroom as an important teaching platform, aiming to help students improve their ability to learn and master theoretical knowledge. In fact, after students master the theoretical knowledge of diversified disciplines, their practical operation ability may not be significantly improved, which just shows that the goals and models of teachers' teaching work need innovation. At the same time, as the integration of securities investment course and ideological and political teaching elements is not very close nowadays, it will be difficult to promote students' patriotic consciousness and feelings if the teaching objectives and contents of the course are not optimized in time.

4.2 Increase practical teaching activities and optimize teaching methods

Although application-oriented universities pay more attention to the cultivation of students' own practical ability, how to help theoretical teaching and practical teaching to make an effective connection is still a key problem that the majority of education practitioners urgently need to think about. At this stage, the proportion of theoretical activities and practical activities of the course of securities investment is not balanced, and there is no perfect supporting practical teaching system. The number of simulation teaching activities exceeds the number of physical teaching activities, so the teaching work of the course of securities investment faces many problems. As we all know, the introduction of Internet technology into the classroom teaching process can make the classroom teaching methods more diversified and the classroom teaching work more convenient. However, the excessive use of information technology to organize teaching work makes it difficult for students to interact closely, which leads to the difficulty in achieving the desired results in teaching work. To this end, the majority of education staff should actively think and fully highlight the flexibility of teaching.

4.3 Improvement of professional quality and assessment methods

In the process of sustainable development, application-oriented colleges and universities will take the form of combining the usual performance evaluation and final assessment to understand the personal status of students. However, most of the daily evaluation is carried out through the statistics of attendance rate, and the form of final assessment is relatively simple.[3] The simple assessment method

has a strong feature of convenience, but it is difficult to effectively make all-round cognition and understanding for students, which also causes students to pay too much attention to the assessment, instead of paying attention to participating in learning step by step, which deviates from the talent training goal, and it is difficult to meet the requirements of quality education. Although the country is vigorously promoting education reform at this stage, due to limited financial support, many application-oriented colleges and universities do not have enough funds to train teachers, so teachers' professional quality is difficult to improve. As a front-line education practitioner, teachers' comprehensive ability and quality level are related to the sustainable development of the course of securities investment. Only by helping teachers enhance their professional quality can we improve the effectiveness of talent training.[4]

5. The feasible way to reform the teaching of securities investment

5.1 Improve professional ability and optimize teaching objectives

The course of securities investment is designed to help students understand the securities industry in an all-round way, so as to effectively ensure that students can master the securities investment analysis and operation process in an all-round way. However, due to the strong complexity of the securities market itself, taking the ability to work as a guide, making greater efforts to make a profound analysis of students' own learning needs, and making innovations in teaching objectives based on this, the course of securities investment can be pushed into a new stage of development. Influenced by the complex characteristics of securities investment, the educatees should not only master the relevant knowledge of securities investment comprehensively, but also combine diversified practices to achieve stable profits. For this reason, colleges and universities should break the traditional single talent training goal in time, mobilize students to consolidate the supporting knowledge base of securities investment, improve their knowledge understanding ability, and then know the risks behind securities investment, so as to promote the increase of the proportion of practical teaching activities, and guide them to enhance their professional strength in the process of participating in simulated practical activities. Based on the development of employability, we should innovate the training objectives, help students develop and advance on the right path, and promote the construction of the "Chinese style" securities investment curriculum model[5].

5.2 Regard quality training as the core and reform the teaching content

Teachers should mobilize students to understand the trading rules and relevant laws and regulations in the process of participating in learning, mobilize students to enhance their sense of responsibility and responsibility, and help students establish a strong sense of patriotism. To this end, teachers can carry out the teaching knowledge of the course of securities investment, effectively infiltrate the ideological and political elements of moral education, and help students to constantly enhance their core professional quality. For example, when analyzing the macroeconomic fundamentals, teachers can cultivate students' family and country feelings. The macro economy will have a great impact on the securities market, and the dynamic data in the entire securities market is closely related to the development of the national economy. Although the world economy has been greatly affected by the outbreak of the epidemic in the past few years, in order to effectively reduce the unemployment rate, China has actively introduced rich and diversified policies aimed at supporting small and medium-sized enterprises. At the same time, it has appropriately reduced taxes and rents. Local governments have also effectively stimulated consumption and helped the efficient recovery of economic order by issuing shopping vouchers and other measures. In this way, it can not only enhance students' political accomplishment, but also cultivate their unique investment vision, and also enhance their system confidence.

5.3 Take social needs as guidance and promote practical teaching activities

Due to the complex environment of the securities investment market, more practical teaching activities can not only improve the quality of classroom teaching, but also help students enhance their core professional quality, and also help students obtain high-quality employment opportunities. For example, teachers can regularly send some students in the form of school enterprise cooperation to learn about the corresponding working mode of financial institutions on the spot, and mobilize students to broaden their personal vision and enhance their practical ability in the process of participating in

training and practice. Due to the relatively limited opportunities for training and practice, colleges and universities can cooperate with enterprises to build a full-size simulation practice base, with the support of information technology, to create a realistic simulation situation; In addition, colleges and universities can also mobilize students to participate in securities investment competitions to help students give full play to their subjective initiative and comprehensively enhance their core professional qualities.

5.4 Promote the overall improvement of students' ability and quality and innovate teaching methods

In order to help students achieve all-round development, we can improve the teaching methods based on students' own personalized characteristics, and apply online and offline teaching methods to meet the personalized development needs of many students. For example, the school can strengthen efforts to improve the online education module, based on students' own development needs, upload many contents in the field of securities investment, and provide students with the opportunity to make independent choices. In addition, teachers can select teaching methods according to the teaching content. For example, when applying the case teaching method, teachers can mobilize students to make an all-round analysis of typical cases, mobilize students to increase their efforts to make specific cognition and understanding of complex knowledge, and enhance their ability to solve problems on the basis of fully understanding the market situation.

5.5 Optimize teacher training mechanism and help teachers enhance their professional quality

Colleges and universities should attach importance to the establishment of vocational training, at the same time, mobilize teachers to participate in vocational training in financial institutions, strive to broaden teachers' teaching vision, and enhance the practical ability of securities investment; Teachers should actively participate in the academic research activities of securities investment, actively communicate with relevant experts and scholars multilaterally, absorb progressiveness educational concepts and models, and make efforts to improve the overall teaching quality of securities investment; Colleges and universities should improve the selection mechanism of excellent teachers in a timely manner, provide sufficient promotion space for teachers, promote teachers to have a strong desire to participate in vocational training activities, and lay a good foundation for building a high-quality lifelong learning society.

6. Conclusion

To sum up, it is a long-term task to carry out the teaching reform of the discipline of Securities Investment in colleges and universities, which involves the reform of teaching materials, optimization of curriculum, innovation of teaching content and innovation of teaching methods, which puts forward higher requirements for the internal work of colleges and universities. As far as today is concerned, the internal teaching reform in colleges and universities has made great progress. If the reform work is to be carried out throughout the whole process, teachers in colleges and universities should also continue to expand their personal knowledge reserves, provide students with more abundant subject classroom teaching content, and help students consolidate their learning foundation, actively adjust their mentality, boldly explore, and eventually grow into high-quality all-round talents required for the development of domestic securities and finance industries.

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