

# Innovation in the Training Mode of Accounting Professionals in Colleges and Universities Based on Intelligent Finance

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**Abstract:** *It is very important to innovate the talent training mode in the accounting major of colleges and universities, which not only conforms to the financial innovation in the era of intelligent sharing, but also can promote the improvement of students' comprehensive quality. However, from the current situation, the traditional training of accounting professionals in colleges and universities is still based on theoretical teaching, and the training mode needs to be constantly optimized. For this reason, this paper has done some research on the training mode of accounting professionals in colleges and universities based on intelligent finance, and put forward effective strategies to innovate the talent training mode and comply with the development of the Internet era.*

**Keywords:** *Intelligent Finance; College Accounting Major; Innovation of Talent Training Mode*

## 1. Introduction

With the development of the times and the application of intelligent finance, it has become a consensus to innovate the talent training mode of accounting major in colleges and universities. People have gradually realized the shortcomings of the traditional training mode, and have taken measures to reform accounting education, so that students pay attention to practice while learning theoretical knowledge, improve professional ability, and become talents needed by society. Moreover, the innovation of the training mode of accounting professionals can also improve the teaching quality, adapt to the new environment and new technology, which is a good choice.

## 2. The current situation of the training mode of accounting professionals in colleges and universities based on intelligent finance

### 2.1 *Too much emphasis on theoretical knowledge and lack of accounting practice teaching*

From previous experience, colleges and universities often attach importance to the training of accounting professional theoretical knowledge to facilitate students to solve accounting problems they encounter, but ignore practical teaching, which leads to students' lack of hands-on ability, innovation ability, and not close to real job needs.[1] Therefore, colleges and universities should gradually change this traditional teaching concept, combine theory with practice, and constantly improve the quality of talent training.

### 2.2 *The accounting industry has changed and the number of accounting positions has decreased*

The progress of information technology and the application of intelligent finance have brought the development of the accounting industry into a new stage. Complex financial management activities can be carried out through the cooperation of people and machines, and the work of some accountants can also be replaced. If the innovation of the training mode of accounting professionals is ignored, the employment pressure of students will gradually increase. Therefore, colleges and universities should pay attention to this, change their teaching concepts and methods, pay attention to training students' quality and ability, and make them become the accounting talents needed by the society.

### **3. The importance of innovation in the training mode of accounting professionals in colleges and universities based on intelligent finance**

#### ***3.1 Reasonably set up curriculum system to improve students' comprehensive quality***

Under the systematic curriculum system, students can not only learn rich professional accounting knowledge and lay a solid foundation, but also learn some other knowledge and skills to adapt to the changing environment. Therefore, colleges and universities should change the traditional talent training program, make the curriculum system more systematic and hierarchical, and constantly improve the comprehensive quality of students while cultivating their professional knowledge.

#### ***3.2 Innovate talent training objectives and adapt to the development trend of the times***

From the past experience, the talent training program of colleges and universities is too old, and the emphasis on basic theoretical knowledge has obviously fallen behind the needs of the development of the times. Therefore, it is very necessary to cultivate innovative talents, which not only helps students improve their employment competitiveness, but also helps them improve their ability to integrate financial resources and respond to the demand for financial sharing services.

### **4. Innovative strategies for the training mode of accounting professionals in colleges and universities based on intelligent finance**

#### ***4.1 Innovate traditional curriculum design and increase practical teaching hours***

Although colleges and universities have a clear understanding of the shortcomings of the training mode of accounting professionals, they often fail to build a diversified curriculum system due to teaching methods and other reasons.[2] In fact, innovating the traditional curriculum system, setting up diversified courses and increasing the training hours can not only make students learn better accounting theory knowledge, but also coordinate the theoretical teaching and practical teaching links, and constantly improve students' practical operation ability.

For example, colleges and universities can set up experiential ERP sandbox simulation in accounting courses, so as to appropriately reduce the time for students to learn theoretical knowledge and increase the training hours. As a new teaching method, sand table simulation can enable students to complete the transformation from theoretical knowledge to practical skills, strengthen management knowledge and improve operational ability in participation and experience. In the traditional curriculum system, students mostly accept the knowledge in the textbooks, and after adding practical training hours, they can complete the leap from theoretical knowledge to practice, and then to theoretical knowledge, which is beneficial to their accounting learning without harm. Through practical training activities such as sand table simulation, they can also gain valuable experience from their own experience, so that they can better understand the basic theoretical knowledge in the textbooks, which has greatly benefited them. As an enterprise management simulation teaching system, ERP sandbox simulation not only innovates the curriculum system, increases the practice class hours of students, but also improves their abilities in other aspects. In the era of intelligent financial sharing, quality education is the foundation of college education. In the sand-table simulation, students can truly experience the fierce market competition and realize the importance of "win-win". Because competition is inevitable, only win-win can maximize the interests of both sides. Secondly, sand table simulation can make students understand the value of honesty in the process of experience. In the simulation, students must abide by the rules of the game, and in real life, accountants must also abide by the accounting standards and keep honesty at all times. This is the most basic quality in the accounting industry, and it is necessary for students to enter the society in the future. In short, ERP sandbox simulation is a good in-school training project, which can improve students' hands-on ability while increasing the training hours, so that the practical teaching of accounting can be carried out in an orderly manner.

#### ***4.2 Cultivate students' comprehensive quality by changing teaching subjects***

In the past teaching of accounting major, teachers often paid attention to the explanation of textbook knowledge, taking the classroom as the carrier and the teacher as the leading factor, which led to poor classroom effect. With the development of intelligent finance, teachers should recognize the

importance of changing teaching methods, and make students become the main body of learning by grouping teaching and changing roles, laying the foundation for the in-depth interaction between "teaching" and "learning".

For example, teachers can conduct case teaching in the classroom to enable students to think independently and creatively in the process of case analysis, so as to understand accounting knowledge more thoroughly. Compared with traditional teaching, case teaching method can make students become the main body of the classroom. Instead of blindly teaching the contents of books and manipulating the classroom, teachers become the demonstrators of case analysis, so that students can learn independently after listening to a brief explanation. In addition to case analysis, teachers can also use the role-playing teaching method to make class students act as department accountants, cashiers, etc., and themselves act as department directors to assess them. In this way, the knowledge of teaching materials will become more vivid, and students will be easier to understand and accept. In the role simulation activities, students' practical ability can also be strengthened and their professional quality can be consciously improved. With the advent of the era of intelligent financial sharing, the financial and accounting industry is forced to transform. The accounting professionals required by the market need not only solid theoretical basis, but also innovative ability and comprehensive quality. Therefore, it is necessary to change the teaching subject in the classroom. It can help students to cultivate the ability of independent learning in an invisible way, so that they can better use the knowledge they have learned in the workplace in the future, solve the practical accounting problems they encounter, and stand firm in the fierce talent competition.

#### ***4.3 Stimulate students' interest in learning through extracurricular practical activities***

In the traditional accounting education in colleges and universities, teachers tend to ignore extracurricular practical activities. In fact, there are many extracurricular practical activities that can be carried out in the accounting major, such as the International Business Management Challenge and the National College Student Challenge Cup. These discipline competitions not only enable students to consolidate their classroom learning achievements, but also enable them to expand their horizons, enrich their knowledge, constantly stimulate their interest in accounting learning, and truly love the accounting major.

For example, teachers can encourage students to actively participate in accounting competitions in their spare time and enrich extracurricular practical activities. The "Net China Cup" financial decision-making competition for college students is a good choice. It is a financial decision-making competition that integrates professionalism, teamwork and decision-making. The competition includes the school trials, regional competitions, national competitions and other stages. Students can participate in the competition in different teams under the guidance of teachers. The teams that stand out in the school trials can not only qualify for the next round of competition, but also be praised by the school, which greatly stimulate their interest in economic aspects and decision-making. In addition, there are "Keyun Cup" National College Students' Accounting Professional Competence Competition, "UFIDA Cup" National College Students' Accounting Informatization Skills Competition and other competitions, which are after-school activities related to accounting majors and are helpful to students' accounting learning. Although colleges and universities need innovation in the talent training mode of accounting major, all innovation should be based on students' willingness to learn. Through a series of discipline competitions, students can not only alleviate the learning pressure to a certain extent, but also stimulate interest in accounting learning and improve learning enthusiasm.

#### ***4.4 Build school-enterprise cooperation mechanism and enrich students' operating experience***

From the past experience, colleges and universities often focus on the acquisition of students' accounting knowledge, while ignoring the requirements of society for accounting students, which is a major defect of the training mode of accounting professionals. Therefore, colleges and universities should pay attention to this. By building a school-enterprise cooperation mechanism, students can feel the working atmosphere and working environment of the enterprise in advance, lay a foundation for them to enter the society in the future, and enrich their operating experience, so as to improve their adaptability.

For example, colleges and universities can hire experts in the accounting industry, financial personnel of enterprises, etc. to hold lectures on issues related to enterprise accounting, so that students can understand the industry situation in advance, prepare for entering the accounting industry in the

future, and also encourage themselves to study hard for dedication to the accounting industry. In addition, colleges and universities can arrange junior and senior accounting students to practice in cooperative enterprises, so that they can personally experience the work of accounting post after receiving the theoretical knowledge, and improve their accounting practice ability in the complexity and comprehensiveness of the work. In a word, colleges and universities should attach importance to the school-enterprise cooperation mechanism, adopt various methods to make teachers, students and enterprises communicate and contact, let students clarify their work positioning in the school-enterprise cooperation, let teachers have rich experience in the communication with enterprises, and at the same time provide enterprises with high-quality students, truly innovate the training mode of accounting professionals in colleges and universities, and improve the quality of talent training.

#### ***4.5 Set talent training objectives according to industry market demand***

In the era of the Internet, with the rapid development of information technology, well-known companies at home and abroad have successively established shared service centers, which has greatly reduced the number of financial personnel. This has posed a great challenge to the talent training mode of accounting majors in colleges and universities. Colleges and universities should not only focus on training students' basic knowledge, but also recognize what kind of talents are really needed in the accounting industry in the era of intelligent sharing, Set training objectives according to the needs of the market.

For example, colleges and universities can take "employment" as the orientation and "market" as the orientation to cultivate students with both theoretical knowledge and practical ability, so that students can be competent in finance, auditing, cashier and other aspects after graduation, thus meeting the needs of the society for accounting professionals. The goal of talent training in colleges and universities should be forward-looking, keep pace with the times and innovate with the continuous changes of society. Therefore, the traditional talent training program is no longer applicable. Colleges and universities should not only train students to learn accounting knowledge, but also cultivate their independent learning ability and lifelong learning ability, so that they have the spirit of independence and the ability to continuously learn new knowledge in the changing industry environment. In addition, colleges and universities cannot ignore the importance of "quality education", but should strive to cultivate students' comprehensive ability and comprehensive quality, so that they have good language expression ability, honest and trustworthy quality, love the motherland and the accounting industry, so as to realize the healthy development of body and mind. Finally, colleges and universities should also pay attention to training students' computer skills, so that they can master the methods of accounting prediction and analysis, and properly grasp the operating skills of accounting computerization. In the continuous development of intelligent finance, many enterprises have reduced the number of accounting personnel, and the employees who can stay are employees with strong comprehensive quality and can keep up with the trend of the times. Therefore, colleges and universities cannot stick to the traditional talent training program, but should understand the market and the accounting industry, so that the goal of talent training meets the needs of social development and cultivate innovative talents.

## **5. Conclusion**

In a word, colleges and universities should pay more attention to the innovation of the training mode of accounting professionals, study more, and take effective practical measures to innovate the training of talents, so that students can master accounting skills while their comprehensive quality is also strengthened accordingly. Not only that, but also through innovation, the talent training mode of accounting major in colleges and universities can keep up with the trend of the development of the times, implement new teaching mode, and constantly promote the improvement of the quality of education in colleges and universities.

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