

# Analysis on Innovation of Accounting Computerization Teaching Mode in Colleges and Universities in the “Internet +” Era

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**Abstract:** With the rapid development of Internet technology, “Internet +” has become a new trend in the current social development. As an important direction in the field of education, the teaching of accounting computerization in colleges and universities also needs to keep up with the pace of The Times and innovate the teaching mode. Based on this, this paper mainly analyzes the innovation of accounting computerization teaching mode in colleges and universities in the Internet + era, in order to improve the modernization level of accounting education, cultivate students’ information technology application ability, and meet the social demand for high-quality accounting talents.

**Keywords:** Internet +; Colleges and universities; Accounting computerization; Teaching mode; Innovate

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## Introduction

With the continuous progress of information technology, the Internet has penetrated into all aspects of people's lives. As an important way to train accounting talents, the computerized accounting teaching in colleges and universities also needs to adapt to this era and innovate the teaching mode. The innovation of accounting computerization teaching mode in colleges and universities in the Internet + era not only helps to improve students' learning interest and initiative, but also helps to improve teaching quality and train accounting talents to meet the needs of The Times.

### 1. Overview of "Internet Plus"

The "Internet +" action plan is a new business model proposed by China that aims to deeply integrate traditional industries with Internet technology through the Internet platform to achieve industrial upgrading and innovative development. This model emphasizes not only the simple combination of Internet technology and traditional industries, but also the deep integration of the two, driven by Internet technology, to promote the overall improvement of the efficiency and service level of traditional industries. In this new business model, Internet technology not only exists as a tool, but also as the core driving force for the innovation and development of the entire industry. Through the Internet platform, traditional industries can more easily obtain user needs, organize resources more efficiently, and respond more quickly to market changes. At the same time, Internet technology can also bring more innovation possibilities to traditional industries, such as through big data analysis, can help enterprises more accurately predict market trends, more effective product innovation and service innovation.

### 2. The necessity of innovation of accounting computerization teaching mode in colleges and universities in the "Internet +" era

#### 2.1 To meet the needs of social development

With the wide application of Internet technology, the working mode of accounting industry is also undergoing profound changes. The traditional accounting work mode, which mainly relies on manual accounting records and the preparation of financial statements, has been unable to meet the needs of modern enterprises for accounting talents. Modern enterprises need accounting talents with information and intelligent accounting processing ability, and colleges and universities need to innovate in the teaching mode of accounting computerization to meet the needs of social development. The innovation of accounting computerization teaching mode in colleges and universities can make students better understand and master the knowledge and skills of accounting computerization in the learning process by introducing advanced accounting software and teaching tools. At the same time, through the setting of practical courses and projects, so that students in the actual operation to exercise their accounting computerization ability, improve their comprehensive quality.

## 2.2 Improve teaching quality and effect

The rapid development of Internet technology has greatly promoted the reform of the education industry. In terms of the richness of teaching resources, the application of Internet technology plays a crucial role. Traditional teaching resources mainly rely on books and teachers themselves, while Internet technology enables a large number of high-quality teaching resources to be shared and disseminated. Whether it is domestic or foreign, whether it is taught by famous teachers or high-quality courses, it can be obtained through the Internet platform. This rich and diverse teaching resources not only provide teachers with more teaching choices, but also provide students with a wider range of learning space. In terms of teaching methods, the application of Internet technology has broken the traditional teaching mode. It is no longer a single classroom teaching, but can be taught through online video, remote live broadcast, virtual laboratory and other ways. Students can choose their own learning style according to their own learning habits and interests. At the same time, Internet technology also supports students to conduct independent learning, collaborative learning and inquiry learning, making learning more active and effective.

## 3. Internet + era university accounting computerization teaching model innovation strategy

### 3.1 Construction of Internet + accounting computerization teaching platform

In order to meet the development and needs of modern education, colleges and universities should actively establish an Internet + computerized accounting teaching platform, which should integrate all kinds of high-quality teaching resources, including textbooks, cases, courseware, etc., so that students can obtain the required learning materials anytime and anywhere. The platform should also provide online learning functions, so that students can learn according to their own time and progress. To improve learning efficiency, teachers can publish homework, arrange exams, and view student scores through the platform, which is convenient and fast for teaching management. At the same time, the platform should also provide intelligent teaching recommendation function, according to the learning situation and needs of students, recommend suitable courses and teaching resources to help students learn better. Through the platform, students can communicate with classmates and teachers, discuss learning problems, share learning experiences, and improve the interest and interaction of learning. At the same time, teachers can also understand the learning situation of students through the platform, give timely guidance and help, and improve the teaching effect.

### 3.2 Innovative teaching content and methods

In the era of "Internet +", the teaching of accounting computerization in colleges and universities is facing unprecedented opportunities and challenges. Teachers should fully combine the Internet technology and innovate the teaching content and methods to adapt to the changes of this era. Through online courses, teachers can make full use of the convenience of the Internet to provide students with more flexible and diversified learning methods. Students can freely choose the content and speed of learning according to their own time and progress, which can greatly improve the learning efficiency. Virtual simulation experiment is also an important teaching means, through the virtual simulation experiment, students can carry out the operation of accounting computerization in the virtual environment, which can not only improve the practical ability of students, but also reduce the cost of the experiment and improve the safety of the experiment. In addition, flipped classroom can also be used, teachers can spend more time in class for discussion and communication, rather than traditional teaching, so as to stimulate students' interest in learning, improve students' initiative and participation.

### 3.3 Strengthen the construction of teaching staff

Colleges and universities should strengthen the construction of teachers, and constantly improve teachers' ability of educational technology and Internet application. In the current educational environment, teachers are not only the transmitters of knowledge, but also the main body of teaching model innovation. Only with high-quality teachers, can we train accounting talents to meet the needs of The Times. In order to achieve this goal, universities can take various measures. First, colleges and universities should provide regular educational training to help teachers improve their educational technology capabilities. These trainings can include the use of the latest educational technology tools, such as online teaching platforms and virtual reality devices. Through these trainings, teachers can make better use of these tools to improve teaching results. Secondly, colleges and universities should also pay attention to teachers' Internet application ability. In today's society, the Internet has become an important way to obtain information and knowledge. Teachers should be able to use the Internet proficiently to access the latest academic research results and industry developments, thus providing students with more accurate and practical knowledge. Finally, colleges and universities should encourage teachers to participate in the innovation of teaching models, including the reform of teaching methods, such as the adoption of flipped classroom or project-based learning. For example, colleges and universities can advocate and implement teaching models such as flipped classroom, in which students complete knowledge learning at home, while classroom time is used for discussion, practice and problem solving. This model can effectively improve students' autonomous learning ability, but also provide teachers with more opportunities to interact with students, making the teaching process more vivid and effective. Through this kind of innovation, teachers can

better stimulate students' learning interest and improve their learning results.

#### 4. Conclusion

The application of "Internet +" technology can effectively promote the innovation of computerized accounting teaching mode in colleges and universities, improve teaching effect, and cultivate students' information technology application ability and accounting professional quality. Moreover, the innovation of computerized accounting teaching mode in colleges and universities in the Internet + era is an inevitable trend to adapt to social development, and also an inevitable requirement to improve teaching quality and train accounting talents. Colleges and universities should actively explore and practice the innovation of Internet + computerized accounting teaching mode, so as to contribute to the training of accounting talents in our country.

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