10.18686/neet.v2i4.4389

Practice and Exploration of Construction of Training Base for Integration of Big Data and Accounting Specialty with Production and Education Under the Background of Digitalization

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Abstract: The digital economy is becoming a key force in reshaping the global economic structure and changing the global competitive landscape. In order to solve the current and future more prominent structural contradiction between the supply of digital talents and the demand for industrial development, Guangzhou Huashang Vocational College and well-known enterprises to build a first-class new business digital production and education integration training base. Software and hardware integration, operation and maintenance and repair, training of finance and accounting digital management and operation and maintenance as the characteristics of compound talents.

Keywords: Digitalization; Integration of production and education; Training base

Introduction

The goal of talent training in higher vocational colleges should match the local industrial structure, provide support and services for the regional economic and social development, and lay the foundation and provide guidance for the career development of students, so as to meet the urgent need of the society for talents in short supply and take into account the future development of technology and industry. Therefore, how to deepen the integration of production and education in higher vocational colleges to form an organic whole of mutual transformation and mutual support of school-enterprise resources, so as to comprehensively improve the quality of education and teaching will become a very important research topic in higher vocational education. Relying on the construction of the new business digital training base, innovating the orientation and manifestation of the integration of production and education with school-enterprise collaborative education has important academic research significance for the high-quality development of vocational education.

1. Socio-economic background

Digital technological innovation has accelerated the transformation of economic and social forms and operation modes, and a broader and deeper scientific and technological revolution and industrial transformation are reshaping the global innovation landscape and reshaping the industrial development mode. By deepening the application of digital technology in many links such as production, management and marketing, realizing the digital and intelligent development at the enterprise and industrial level, and continuously releasing the multiplier effect of digital technology on economic development, it is becoming an important starting point for traditional industries to achieve dynamic change and efficiency change, and also an important way to promote the high-quality development of China's economy.

2. The main problems existing in the construction of practical training base of finance and accounting

2.1 The construction level of school-enterprise cooperation community affects the construction quality of training base of integration of production and education

Today's vocational education is no longer limited to schools, but needs to be linked with society and enterprises, multi-development of educational activities, traditional vocational education activities can no longer meet the needs of talent training during the transition period of social and economic structure. "School-enterprise community" is a kind of interest entity established on the basis of win-win cooperation, characterized by common goals, joint construction, and shared risks. It is a new organizational form of school-enterprise cooperationHowever, the current school-enterprise cooperation with order cooperation, on-the-job internship and industrial college as the main models is not stable

and in-depth because of the different interest orientation and social responsibility of both sides. Enterprises are guided by market economic activities, and winning profits and capital appreciation are the ultimate goals. Its social responsibility ranks second; Vocational colleges mainly bear the social responsibility of personnel training and have outstanding public welfare attributes. In the absence of necessary incentive policies, enterprises have no motivation to participate in school-enterprise cooperation, which will inevitably make it difficult for school-enterprise cooperation to form a solid cooperative relationship, which can only be superficial. This also affects the quality and level of the construction of the training base, and then affects the improvement of the quality of talent training.

2.2 The construction of finance and accounting training base lags behind the new talent training needs

The construction of finance and accounting training base characterized by the integration of production and education lags behind the new talent training needs. The construction of training bases lacks systematic, forward-looking and cross-border integration attributes. At present, the construction of training bases in higher vocational colleges is still dominated by the training of a certain course, and there are systemic problems such as unreasonable structure and poor logic in the construction of training bases. As a result, the teaching function of the training base is single, which not only cannot fully adapt to the development and changes of modern new business, but also has a big gap between the traditional case teaching, simulated practical training and even the work content of simulated practical training and real posts. Software simulation lacks dynamic production situations, and lacks authenticity, flexibility and variability, which are often important conditions for business professionals to improve their professional and technical skills. The training of skills is often just a form, and some are completed by case teaching, role playing, etc., which affects the cultivation of students' vocational ability and the improvement of teaching quality.

2.3 Talent supply lags behind the development needs of The Times

There is a structural contradiction between the supply of business talents and the demand of industry. A new round of scientific and technological revolution has promoted the gradual application of Big Data, Intelligence, Mobile Internet, and Cloud Computing Technology (BIMC Technology) and financial digital information. Higher and higher requirements are put forward for the knowledge structure, skill level, comprehensive accomplishment and informatization level of accounting talents. The ability of single accomplishment and skill to resist occupational risks will become worse and worse, and compound multi-skill technical talents are urgently needed. In the existing training programs for business professionals, there is a general lack of application courses of cloud computing, big data, artificial intelligence and other new technologies, a lack of curriculum system for training digital operation and maintenance talents, and traditional business talents are short of the "digital triad ability" requirements proposed by McKinsey Digital Capability Development Center, that is, "value-oriented thinking, learn to apply value-driven digital strategy and roadmap planning methods; Digital talents should master the knowledge of the Internet of Things field, including key technologies and use cases, Internet of Things architecture and ecosystem market trends, to form management skills and leadership to help support transformation pilot and scale promotion, "there is still a long way to meet the needs of enterprise digital transformation development in the era of intelligent cloud.

3. Digital production and education integration training base construction practice

3.1 Identify goals based on research

According to the research basis of the financial personnel needs of more than 5, 000 user enterprises of a company, the training goal of big data and accounting professionals is changed to compound talents with the ability of "junior accountant + junior operation and maintenance engineer". Graduates have basic software maintenance and hardware maintenance capabilities, which can ensure the stability of services, improve the availability of optimized services, ensure user data security, improve user experience, and reduce management service costs.

3.2 Sort out the curriculum system and develop training plans

On the premise of achieving the goal of professional training, we should integrate the national professional teaching standards, the construction plan of maternity training and practical training base and the construction plan of cooperative companies, absorb the experience of curriculum system construction of excellent colleges, and integrate the professional teaching standards of the school according to the requirements of vocational post ability. Starting from the actual situation of students, according to the professional teaching standards and practical training conditions, according to the logical relationship of knowledge sequence, taking into account the requirements of technical skill level, streamlining and sufficiency according to the number of courses, deconstructing and reconstructing the professional course sequence and course system, and finally forming the professional talent training plan.

3.3 Standardized teaching, innovative methods

Establish practical training teaching operation standards and work norms, take standardized management as the goal, and establish the daily management system of the training room with reference to the enterprise 6S management; Improve the security risk control of training room by means of fine assessment; With the support of intelligent teaching equipment, improve the construction level of practical training

room, and form a management mechanism for the construction of practical training room with standardized guidance, fine assessment and intelligent empowerment. Based on case teaching and project-based teaching, the reform of integrated teaching mode and teaching method combining theory and practice is carried out in accordance with the five links of organizational teaching, intensive demonstration, student operation, tour guidance and practical training summary, so that these five links not only have teaching functions, but also form a complete teaching process with their own characteristics.

3.4 Carry out advanced training to improve teaching ability

According to the connotation requirements of digital education, the role and ability elements of teachers are redefined, and the advanced standards for the development of teachers' digital teaching ability are constructed. Carry out "practical operation + case + sharing" training for relevant professional teachers in batches according to the teaching plan. The training takes a variety of ways such as centralized face-to-face training, enterprise study, network study and so on. Through digital technology general training, improve teachers' digital teaching cognition level and teaching theory cultivation, help teachers out of the misunderstanding, in-depth teaching research work. Different types of teachers, such as new teachers and backbone teachers, are trained to solve the difficulties and problems faced in information-based teaching, improve the practical teaching ability of teachers, and build a "double-qualified" teacher team.

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This paper is the result of the project "Empirical research on Diagnosis and Improvement of Big Data and Accounting Major in Vocational Colleges based on Internal Quality Assurance System in Guangdong Province Guiding Committee for Diagnosis and Improvement of Internal quality Assurance System in Vocational Colleges in 2022". (Project Number: GDZG-2022-28)