

Research on Teaching Reform of Financial Management Major based on Enterprise Demand

Bojin Yao

Yunnan College of Business Management, Yunnan, China

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Abstract: Financial management is an important specialty in the discipline system of business administration in colleges and universities. It has its own teaching characteristics in the theoretical teaching and cognitive practice. Based on the teaching characteristics of financial management majors in colleges and universities, this paper systematically analyzes the problems existing in the teaching, and proposes corresponding improvement measures to provide reference for the teaching reform of financial management major.

1. Introduction

With the complication of the economic environment and the continuous advancement of science and technology, employers are increasingly demanding financial management professionals. At present, the professional positioning of corporate financial management professionals is not clear, the level is uneven, resulting in low efficiency of corporate management, and even bankruptcy due to financial problems [1]. Recruiting high-quality financial management personnel and improving financial management has become a key issue that enterprises need to solve urgently. This requires that colleges and universities actively analyze the requirements of financial management personnel, and carry out targeted reforms in order to cultivate comprehensive financial professionals who meet the needs of business management promote the healthy development of the company.

2. Financial management professional teaching characteristics

2.1 Financial management is highly professional and integrates multidisciplinary knowledge systems.

As the most important secondary discipline in the business management discipline system, financial management has a strong professionalism and a multidisciplinary knowledge system. As far as professionalism is concerned, students need to have a good grasp of the subject knowledge of financial management, accounting, auditing, etc. in the four years of university study, and the above subject systems all involve strong professionalism. For example, students need to make extensive use of the mathematical models and calculation formulas of the major in the course of learning to reach the final conclusion [1]. Therefore, financial management is a highly specialized discipline. On the other hand, students need to combine economics, management, statistics, computer and other subject knowledge to solve the problems involved in the course of financial management. In summary, financial management is highly specialized and incorporates relevant knowledge from other disciplines.

2.2 Financial management uses more mathematical knowledge.

Most of the methods involved in economics and management come from mathematics. In the practice of financial management teaching, it is necessary to use a large amount of mathematical knowledge to analyze, judge and solve the corresponding problems [2]. For example, the Financial Analysis course requires a mathematical ratio to calculate the company's solvency, profitability, and operational capabilities. Therefore, students need to have a good grasp of mathematics knowledge in order to effectively understand the content of the courses involved in the financial management

profession.

2.3 Financial management has strong practicality.

Financial management is a highly applied subject. Students should master how to compile the daily accounting entries of the enterprise after learning the basic theoretical knowledge, and master how to carry out financial planning, budgeting and control to achieve the optimal allocation of enterprise resources [2]. Therefore, only by mastering the basic concepts, methods and operational procedures of financial management can the docking of book knowledge and practical skills be realized.

3. Teaching problems of financial management major in colleges and universities

Through the investigation and analysis of the four aspects of the financial personnel's knowledge structure, professional quality, professional ability and career orientation, it can clear the direction for the cultivation of financial management professionals in colleges and universities. According to the above analysis, the current colleges and universities still have the following shortcomings in the teaching of financial management:

3.1 Heavy financial professional courses, light related business courses.

The financial management major is a comprehensive discipline involving a wide range of knowledge in accounting, finance, finance, taxation, etc. It requires students of this major to have relevant professional knowledge and be able to integrate. At present, colleges and universities have great deficiencies in the curriculum of the major, mainly in the emphasis on financial management professional courses, while ignoring financial, taxation, and law courses. Law, finance, etc. are the basic professional knowledge that students should master. In the course of teaching, the above courses only stay at the level of students' understanding of relevant content, and they do not allow students to study in depth. Some institutions even use these courses as subjects for examination. At the end of the semester, the students did not know what they had learned [3].

3.2 Lack of professional ethics education.

In the reality, financial management reflects more management of corporate funds. If financial personnel do not have high professional quality, it will bring great hidden dangers to the enterprise, and even lead to the ultimate failure of the enterprise. This feature of financial work requires financial personnel to have a high professional ethics and self-cultivation. Compared with the quality of the business, employers pay more attention to the professional quality and accomplishment of financial personnel [3]. At present, there is basically no professional ethics education course in colleges and universities. The colleges and universities focus on the cultivation of students' financial business knowledge. They ignore the medium of professional ethics and cultivation, but only in the freshman's public class. In the course of education, students are taught ideologically, and there is a lack of professional ethics education courses that combine the characteristics of financial management. Under this educational model, it is difficult for students to improve their professional ethics.

3.3 Lack of effective practical courses.

Financial management is not only a means of enterprise management, but also an art. It requires financial staff to flexibly apply professional knowledge to solve practical problems. This requires the cultivation of students' ability in the teaching process. At present, the teaching of financial management majors in colleges and universities pays more attention to the cultivation of students' business knowledge. The main performance is the lack of practical courses [2]. At present, the practical courses of higher education institutions are basically limited to the addition of ERP sandbox simulation training courses in financial management courses. Although the course is a simulation of the financial management process of the enterprise, it is quite different from the actual situation, and it is difficult to achieve the effect of improving students' professional ability. Some institutions have arranged internships before graduation, but these internships are mostly conducted in the form of free

and voluntary students. There is no corresponding supervision in the school, and there is no feedback on the internship situation of students. It is difficult to achieve the purpose of improving students' comprehensive ability.

3.4 The teaching orientation of financial management major is not clear.

For a long time, many people think that finance and accounting are equivalent. This view not only affects the employer's enterprise for a long time, but also affects the teaching of financial management. Some colleges and universities have unclear positioning and even confusion in the teaching objectives of financial management and accounting, mainly in two aspects: First, the financial management courses and accounting courses are basically the same, most of which are financial management during the teaching process [3]. Professional students are more focused on finance, while accounting majors are more focused on accounting, so that financial management students do not have a correct understanding of their majors, and more emphasis on accounting in career choices; second, teaching methods basically the same, the actual teaching process is more to let students master financial theory, learn formulas, lack of case analysis and discussion courses [1]. The financial personnel cultivated in this mode are not much different from the accounting personnel, and it is difficult to meet the needs of the employer.

4. The quality requirements of enterprises for financial management professionals

According to the main points of the company's issuance and listing, it can be seen that financial management personnel must successfully master the professional reform, but also have a solid and comprehensive quality and ability to use. The financial management personnel should have the following skills, and quality:

4.1 The solid foundation.

The senior financial management personnel of the enterprise must be proficient in the application of various tools and methods; be familiar with the relevant laws and regulations of the international and domestic securities markets; understand the current situation and future development trends of the domestic and international economic sectors [4]. In the process of listing in the enterprise, whether the restructuring is legal, whether the listing application materials are standardized, whether the financial and non-financial processing procedures in the enterprise operation process meet the auditing standards, etc. all depend on the financial management personnel's understanding and mastery of the above knowledge and skills. .

4.2 The wide knowledge structure.

The basic framework of the financial management discipline is management science as a management tool, finance as a theoretical basis, and accounting as a business language. As a value management, financial management is the core content of resource optimization configuration, and enterprise listing is an important way to achieve optimal resource allocation [4]. The company's listing process integrates production, management, marketing, economics, financial accounting, finance, and legal knowledge. These require the financial management personnel's knowledge field to break through the scope of financial accounting and further expand into finance, finance, and economics.

4.3 Good professional ethics.

With the continuous improvement of the socialist economic market, corporate social responsibility in various industries has also been continuously strengthened. Listed enterprises must not violate industry and commerce, taxation, land, environmental protection, customs and other laws and administrative regulations, and further emphasize the disclosure of corporate social responsibility issues [5]. According to the case that the listed company announced by the China Securities Regulatory Commission was rejected due to the lack of social responsibility, we should pay more attention to the construction of professional ethics of corporate finance personnel, and truly be honest

and trustworthy, honest and self-disciplined, objective and fair, adhere to principles, and do not make false accounts.

4.4 Continuous innovation.

With the continuous development of the all-round open market system under the socialist market economy, especially under economic globalization, the economy is increasingly characterized by information networking, knowledge capitalization, technology industrialization, and trade internationalization.

Correspondingly, the state has also introduced new guidelines and policies in the areas of finance, finance, taxation, investment, and corporate accounting. This requires corporate financial personnel to have strong self-learning ability, continuously improve their knowledge structure, and use the knowledge they have learned to make appropriate judgments and evaluations on the company and market conditions, and ultimately make relevant financial decisions in a timely and effective manner to guide enterprises to cope with rapid changes [5].

5. Suggestions on financial management major teaching reform based on enterprise demand

Financial management plays an important role in enterprise management. With the development of the economy and the improvement of management methods, enterprises are increasingly demanding financial personnel. How to actively carry out teaching reform and cultivate high-quality talents for the needs of employers has become an important issue facing colleges and universities.

5.1 Build a curriculum system closely related to corporate management.

Focusing on the training requirements of financial management professionals, the financial management professional curriculum system should be “thick foundation, wide caliber, and live application”. That should include a wide range of basic theoretical courses, such as economics, accounting principles, intermediate financial accounting, financial management, management evil, advanced financial management, accounting information systems, auditing, tax law, economic law, etc., should also include some Courses related to the industrial and commercial sector, financial enterprises, or government institutions, such as corporate social responsibility, financial enterprise accounting, and small business accounting. It should also be able to apply the theory of student learning to practice and add courses that are closely related to practice, such as investment management, cost management, company value assessment, securities investment, tax planning, project evaluation, asset assessment and other courses [6].

5.2 Setting up the teaching content that keeps pace with the times.

Under the conditions of modern market economy, the integration of enterprises and international is an inevitable requirement for maintaining their advanced nature. Therefore, colleges and universities should also pay attention to advancing with the times when they are teaching, absorbing foreign advanced professional research results and their own curriculum content. The view of financial magazines accelerates the internationalization of teaching materials and supplementary materials. In the course of the case discussion, students are guided to participate actively, focusing on cultivating students' ability to analyze and respond to problems [6]. Colleges and universities also need to set up some foreign language courses, such as international issues research, international relations studies, international financial management, international cultural studies, etc., using English original textbooks, so that students can master international accounting standards and international auditing while mastering professional knowledge and skills. International knowledge content such as guidelines and performance evaluation of multinational corporations can also increase foreign exchange programs, increase the number of students who exchange and study abroad, and train more international talents to adapt to the information age.

5.3 Scientifically establish the goal of training professionals in financial management.

The professional training goal is a comprehensive reflection of professional education thoughts

and educational concepts, which determines the quality of talent training [7]. To scientifically locate the training objectives of financial management professionals, we must first make a systematic analysis of social needs. The ministry of education is currently overly abstracting the undergraduate financial management professional training objectives, and the talent model positioning is not accurate enough, and there is a certain gap between the current professional talent standards for market demand. All institutions of higher learning should establish the principle of orientation, aiming, forward-looking, unity, innovation, integrity, systemic, scientific and internationalization [3].

5.4 Reasonably constructing the financial management professional curriculum system and course content.

The financial management professional curriculum system refers to the overall structure of the curriculum with the professional training objectives as the premise, the professional courses related to the financial management subject content are included in the financial management professional teaching plan, and the financial management professional curriculum content has a guiding significance [7]. In order to meet the requirements of the application of talents in financial management professional application and the quality requirements of “thick foundation, wide caliber, ethical and innovation” from the perspective of IPO audit, the applied financial management professional curriculum system can be divided into three parts: public basic courses.

5.5 Constantly innovating teaching methods.

The advent of the information network era has brought about tremendous changes in the financial management teaching environment. To this end, financial management teaching must change the mind, constantly explore new teaching methods, combine the advantages of traditional teaching with the advantages of network digital learning, give full play to the guidance and supervision of teachers, and commit to students' independent learning ability, innovation ability and practice. In the digital age, the teaching of financial management is more suitable for the teaching methods such as situational teaching method, task-driven teaching method, student self-learning and teacher online questioning and communication [7]. At the same time, colleges and universities should also focus on the construction of on-campus simulation laboratories and off-campus practice bases. Through the three practical teaching modes of “experiment, training and internship”, students should be trained to independently discover problems, analyze problems and solve problems in practical work.

6. Summary

At present, Chinese enterprises do not need to be in line with world standards. In this process of integration, the talents of financial management professions are particularly important in the existing environment. Financial management is a comprehensive management work with extensive links with all aspects of the business. The financial management of modern enterprises gradually presents a diversified trend, and the requirements for financial management personnel are getting higher and higher. Strengthening the reform of the financial management professional curriculum system is of great significance to the development of financial management professional education and the promotion of enterprise development. Colleges and universities must constantly adjust their talent training models according to changes in market demand, and provide financial management talents that can adapt to the new situation and new requirements.

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