Teaching Reform of Financial Management under New Digital Technology

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Abstract: At present, new digital technologies such as "big data, artificial intelligence, mobile client and cloud computing” have gradually penetrated into all aspects of economic life, and enterprise financial management cannot be separated from the influence of new technologies. Facing the change of the means, forms and contents of financial management in the new situation, the education and teaching of financial management specialty in colleges and universities should also change accordingly. After analyzing the characteristics of the education and teaching of financial management specialty in colleges and universities and the influence of new technology on it, this paper analyzes the existing problems such as teaching resources, teaching timeliness and teaching content, and proposes solutions such as strengthening the construction of teaching staff, supporting hardware and software teaching resources and changing the existing teaching evaluation.

1. Introduction

In recent years, China's education system reform is gradually deepening, modern teaching not only requires students to master and flexibly use professional knowledge, but also requires students to keep up with the development of The Times, master the most advanced professional technology. In terms of university financial management professional teaching, mainly includes theory teaching and practice teaching, involving a large number of financial data collection, analysis and processing, traditional data processing methods, not only low efficiency and processing quality is poor due to human error, therefore, to strengthen the modern big data, artificial intelligence, mobile client and cloud computing, such as the latest digital technology, master data processing methods, the effective application in financial management teaching is very important.

2. Main Features of Financial Management Teaching

As for the main characteristics of financial management teaching in colleges and universities, it can be summarized as the following three points: first, it is more professional. Financial management belongs to the discipline under the discipline of business administration, students in the actual learning process should not only grasp the comprehensive financial management, accounting and audit to learn professional knowledge and speaking skills, but also further master of economics, management and computer and other professional knowledge and basic speaking skills, and practical work in the future in the use of knowledge to solve specific problems. Second, it involves a lot of math. In financial management professional practice teaching, the students have to relevant financial data, through the analysis of the mathematical logic and apply mathematical operations to further calculations, such as in the financial analysis teaching of debt repayment to the enterprise level, the comprehensive analysis such as profitability, will use ratio of mathematical knowledge, thus involves a lot of math problems. Third, practice is stronger. Actual financial management involved in the development process of enterprise management of financial data, for daily, monthly, quarterly and annual financial data, unified handling analysis and scientific financial management plan, through the financial budget control enterprise costs, to ensure that the enterprise
economic benefit maximization, which requires financial management professional students must fully grasp the financial management professional knowledge and skills, and can operate flexible, thus has strong practicality.

3. The Impact of New Digital Technology on Enterprise Financial Management

With the innovative development of modern science and technology in China, digital technology has been widely used in various industries and has been unanimously recognized. The impact of digital technology on modern financial management is mainly reflected in two aspects: first, it fundamentally changes the concept of financial management. In the actual financial management, all the data are generated within the financial department of the enterprise. Settlement requires the integration and processing of a large amount of data and the financial statements. The workload is huge. The new digital technology in the modern enterprise financial management is the effective application of the financial management staff can handle the data through the cloud system, to fully realize the cloud service data processing methods, make the financial management system in a large amount of data is no longer the restriction of the region, not only ensure the quality and efficiency of financial data processing work is effective in relieving the pressure of financial management personnel, and saving the cost of a large amount of human resources. Second, effectively changed the way of financial management. In the process of modern enterprise operation and development, the enterprise operation cost budget is the key content of financial management. In the traditional financial management of enterprises, financial management staff need to print and send the obtained financial statements and relevant data information to each department, which is easy to cause unscientific project decision-making of the department due to the delayed issuance of financial statements. Under the guidance of the new digital technology, the financial management staff of the enterprise can share the specific data and information obtained through the computer publicly in the enterprise, effectively ensuring the timeliness of financial data and information publicity, and further improving the quality and efficiency of work of various departments within the enterprise.


4.1. Low Efficiency of Financial Teaching Resources

Teaching resources generally refer to all resources that can help students learn, understand and accept the knowledge they have learned, such as lecturers, professional textbooks, teaching plans, multimedia teaching software, library materials and so on. But the financial management in colleges and universities teaching present situation, the vast majority of financial management teaching is common principal part in classroom teaching, teachers use "centralized type way of teaching, more students passively accept the teaching, it is not only difficult to make students interested in financial management professional learning, also will directly lead to students have tired of the psychological. For example, textbooks for financial management majors in colleges and universities are uniformly distributed by schools. After receiving the textbooks, students generally regard them as materials to cope with exams rather than auxiliary teaching materials to help them learn professional technologies, which directly leads to low efficiency in the use of financial teaching resources and makes it difficult to improve the actual teaching quality and efficiency of financial management.

4.2. The Timeliness of Financial Management Teaching is Poor

Financial management professional is not only related to financial management, accounting and audit to learn professional knowledge and speaking skills, but also economics, management and computer and other professional knowledge and speaking skills, along with the rapid development of The Times, science and technology changes with each passing day, the content of these professional knowledge update speed more and more fast, therefore, to ensure the financial management of colleges and universities teaching in the effectiveness of be sure to follow the time development pace, up-to-date financial teaching resources. But at present, the vast majority of
colleges and universities teaching pays too much attention to the management personnel for the construction of school culture, school brand, neglect the renewal of specialized subject teaching resources, teaching led directly to the university library resources obsolete materials, students to master in time the current financial management methods and relevant successful cases, which leads to financial management professional students' professional ability is low.

4.3. The Teaching Content of Financial Management is not Systematic

With modern science and technology and the rapid development of mobile information technology, the new digital technology into the economic life in everywhere, students through the computer and mobile Internet can access to the vast amounts of financial management teaching resources, including a lack of practical research, a lack of scientific basis for the financial management of auxiliary learning material, students once contact with this kind of teaching resources is extremely prone to error. Caused the main reason of this problem is the teaching management and financial management professional instructor failed to the campus learning resources on the network platform for effective classification processing, a direct result of the actual financial teaching resources is relatively scattered, lack of systemic and difficult in the process of students in the actual use of systemic financial management professional knowledge structure, nature also can greatly reduce the financial management of colleges and universities overall quality and efficiency of teaching.

5. Effective Strategies for the Application of Digital Technology in Financial Management Teaching Reform

5.1. Improve Teachers' Awareness of Digital Technology

Under the new digital technology, in order to ensure the effectiveness of financial management teaching in colleges and universities teaching management and financial management teaching teachers must have strong digital technology application in the teaching of financial management consciousness, the teaching management staff can organize regular financial management teaching teachers professional learning, or hire professor enterprise financial management specialist, financial management professional lecturer to conduct lectures, so that financial management professional teacher the first time to understand and master the main development trend of enterprise financial management, as well as digital technology under the modern enterprise financial management work faces new opportunities and new challenges, Making financial management teaching teachers recognize the introduction of big data in the practical classroom teaching, artificial intelligence, mobile client and the importance of cloud computing data processing methods, is helpful for the teacher to carry out targeted and practical significance of the financial management of classroom teaching, for the financial management specialty students future employment to lay a good foundation.

5.2. Strengthen the Equipment of Digital Technology-assisted Teaching Software

In the process of modern social and economic development, the original documents to provide detailed information for what has happened, accounting data system in the financial management of colleges and universities teaching application, original documents, contracts and other unstructured financial data in the accounting data in the system can't show the disadvantages of more and more obvious, as a direct result of this kind of important financial information hiding in unstructured financial data is difficult to be found. In financial management of colleges and universities teaching, therefore, be sure to pay attention to this kind of data analysis and processing, strengthening digital technology equipped with auxiliary teaching software, pay attention to the training of the students' financial literacy of science and technology, so that students in a computer software in the learning process, the use of big data and cloud computing technology to deal with structured and unstructured data, students in the learning process can really come into contact with the practical application of digital technology in the financial management information, to further excavate
behind financial data important information, and can to a large number of financial data for rapid
collection, classification, and processing, system can also generate financial statements, Students
can send financial statements to other departments in the enterprise through E-mail or internal E-
mail, which not only ensures the overall quality of financial data processing, but also fundamentally
improves the actual efficiency of financial management.

5.3. Strengthen the Construction of Digital Technology Financial Management Teaching
Laboratory

In the construction process of new technology financial management teaching laboratory in
colleges and universities, teaching administrators can start from the following two aspects: on the
one hand, the campus laboratory. The teaching administrators in colleges and universities must
carry out supplementary construction according to the existing teaching resources of financial
management experiment. They can further build the accounting computerization laboratory, add
Excel and securities investment simulation software on the basis of the commonly used financial
software, and ensure the running speed and memory space of the computer system in the laboratory.
At the same time, financial management professional teachers to teach in the experiment teaching
link to deal with single phase experimental teaching and the comprehensive experimental teaching
content arrangement, for single phase experiment teaching, teacher must comprehensively
according to the financial management professional curriculum focuses on design experiment
content, include capital demand forecast experiment, capital structure decision-making, etc. In
terms of comprehensive experimental teaching, teachers should make students apply the
professional knowledge they have learned comprehensively to specific financial management work
on the basis of single-phase experimental teaching. Teachers can construct teaching environment
for students to make investment and financing decisions of enterprise projects. On the other hand,
off-campus LABS. The off-campus financial management teaching laboratory is mainly for college
teaching administrators to strengthen the union with social enterprises under the guidance of the
needs of social enterprises' financial management talents, so as to build a long-term practical
learning environment for students majoring in financial management. In the modern enterprise in
the process of actual operation and development, enterprise should according to the development
trend of the market economy to set up the scientific financial management solution, digital
technology in the modern enterprise financial management work must be reflected, students through
contact social enterprise financial management work, to further develop the ability of dealing with
financial management work, in the process of the professional instructor must communicate
regularly or irregularly and enterprise head, in order to fully grasp the actual practice of the students,
in the exercise at the same time, the student's ability of professional financial management business
to enhance students' employment awareness, to arouse the students' learning motivation.

5.4. Strengthen the Construction of Multi-angle Financial Management Teaching Evaluation
and Evaluation Mechanism

Is given to the traditional financial management of colleges and universities teaching evaluation
with the method of assessment of examination paper, the teaching evaluation method to make
students the slack in the daily learning, only assault learning before the exam, students in order to
cope with the examination and study the thought led directly to the university financial management
professional overall teaching quality is difficult to ascend, as a result, the teaching management
personnel and professional instructor must strengthen the construction of multi-angle teaching
evaluation mechanism of the financial management. In the teaching evaluation mechanism in the
process of building the college teaching management personnel can from the following several
aspects: one is to evaluate the application of multi-type examination, can be a request for
examination, may also be an open-book examination, or organizes the student to group cooperation
way to simulate the enterprise financial management department to carry out the specific financial
management problems dealing with the inspection, etc.; Second, strengthen practice teaching
evaluation, the financial management in the practice the practice link, teachers can ask students to
complete a three to five professional internship report or paper, which also require students to
practice enterprise to evaluate students' practice situation, head of the seal, both as a specific standards for the students' comprehensive ability evaluation of the financial management; Third, combining with students' daily performance in class, we can break the original assessment ratio and strengthen daily assessment, so as to ensure the scientific and effective teaching assessment of students majoring in financial management in colleges and universities.

5.5. Strengthen and Improve the Professional Teaching Ability of Financial Management Teachers

The teaching teacher is an important guarantee for the effective development of financial management teaching. As the lecturer of financial management professional knowledge, the level of professional teaching ability directly determines the overall quality and efficiency of financial management teaching in colleges and universities. In actual teaching, the teaching management personnel can from the following several aspects: one is to build financial management system of professional teacher training work, should not only include the pre-service training, and to include the follow-up education and training, and regularly invited professor financial management professional school speech, so that the teacher can timely grasp the current advanced financial management methods and business processing technology; Second, strengthen the cultivation of financial management teaching of middle-aged and young teachers, actively promote mentorship training mode, adopt the way of experienced teachers with new teachers, rapid growth for young and middle-aged teachers, at the same time can also be combined social enterprises, let the young and middle-aged teachers in-depth enterprise learning exercise, make its master the most advanced digital technology, for effective development of financial management of classroom teaching to lay the good foundation.

6. Conclusion

With the rapid development of China's social economy, the competition between various industries has gradually evolved into the competition of professional talents. Financial management is an indispensable work in the process of enterprise operation and development, so financial management professionals have been widely valued by enterprises. Therefore, under the digital technology, the teaching management in colleges and universities must improve their professional teacher of the new technology of financial management teaching consciousness, we will further improve the new technology equipped with auxiliary teaching software, teaching laboratory construction, strengthen the corresponding financial management and build multiple perspectives of financial management teaching evaluation mechanism, the only way to ensure that financial management professional students to master relevant theoretical knowledge in full at the same time, has the strong ability of practice, so as to lay the solid foundation for their future employment.

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