

Research on the Cultivation of Financial Talents in Applied Universities under the Background of New Liberal Arts

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Abstract: The purpose of this study is to explore how applied colleges and universities can give full play to their own advantages and optimize the training mode of financial professionals under the background of the new liberal arts education combining production, university and research. Under the background of the new liberal arts, it emphasizes the realization of comprehensive education and comprehensive education through cross-field integration and exploration. This paper uses literature review, investigation and other methods to read a lot of relevant literature, explore the trend of the new liberal arts background, analyze the current situation of applied colleges and universities, and optimize the training mode of financial talents. It is found that application-oriented colleges and universities focus on practical skills, interdisciplinary integration, and take measures to optimize the teaching staff, improve class quality and practice platform construction when cultivating finance students. These measures effectively improve the students' comprehensive quality and employment competitiveness, and provide useful reference for China's higher education reform.

Keywords: New Liberal Arts; Application-oriented University; Financial Talents

1. Introduction

In Modern Commerce and Industry, the author takes the accounting course as an example to explore the curriculum reform under the background of the new liberal arts. In Cooperative Economy and Technology, the author takes the new liberal arts as the background to analyze the integration of business and audit. Most of these studies only start from a certain discipline, although they are more specific, but they do not put forward

research on the training mode of financial talents. Moreover, most of the analyses focus on existing problems and lack in-depth analysis of corresponding countermeasures. This paper mainly puts forward different opinions from the perspective of teaching characteristics and innovative talent training mode.

By means of literature review, investigation and multidisciplinary research, this paper analyzes and studies the teaching characteristics and talent training mode of finance major in applied colleges and universities under the background of new liberal arts, and proposes an operable and innovative financial talent training mode, so as to add new elements to the cultivation of financial talents more in line with social employment needs and help the transformation and upgrading of talent training mode.

2. Teaching Characteristics of Finance Major in Applied Colleges and Universities under the Background of New Liberal Arts

In January 2020, Relevant notice points out that enterprises provide funds and resources to support colleges and universities to carry out research and practice in new engineering, new medical science, new agricultural science and new liberal arts, promote school-enterprise cooperation in running schools, cooperative education, cooperative employment and cooperative development, and carry out in-depth diversified exploration and practice [1]. The results of construction and reform can be extended. In March 2021, Related document once again advancing the development of the new liberal arts to the implementation stage. The construction of the new liberal arts advocates weakening discipline boundaries, promoting the integration and development of the construction of the liberal arts through interdisciplinary and technicalization, and directly docking with the industry and deeply

integrating with new technologies.

2.1 Cultivate Students' Practical Skills

Application-oriented colleges and universities pay attention to the cultivation of students' practical operation skills, and fully increase the practice class hours in the professional training program and the professional curriculum setting, including complete experimental practice class teaching links and practical class hours in the theoretical courses, so that students can fully understand the practical operation steps [2]. In the future, students majoring in finance will step into the job to reflect the practical operation skills, so it is particularly important to strengthen the practical operation skills training of students majoring in finance. With teachers as the leading and students as the main body, through the way of "teaching and training", the classroom based on teaching knowledge will gradually change to the classroom with students' active learning and hands-on operation as the main link. The realization of the training program needs a supporting assessment mechanism, and the assessment results of practical courses are more subjective, which requires application-oriented colleges and universities to work out a course assessment program that conforms to their actual learning conditions. The assessment plan should not only pay attention to the correctness of the final operation results, but also observe the normalization, timeliness and integrity of the experimental operation steps, so as to let students truly master the financial operation process as the main goal [3].

2.2 Guide Students into the Classroom

The courses of finance major are highly theoretical and professional, and the course content is boring and tedious, unlike art courses and science and engineering courses, which have strong appreciation and mystery. Therefore, the phenomenon of students' inattention and inability to integrate into the classroom often occurs in the teaching process. This requires classroom teaching reform: before class, students can communicate with students through questionnaires, individual interviews and other ways to understand students' interest points. Through the setting of teaching links, more interesting and life-oriented content can be added to attract

students' attention. In the classroom, the reasonable arrangement of teaching hours, such as 90 minutes of teaching content, should not only explain the theory, but also increase the hands-on operation of students, change to the traditional irrigation teaching mode, so that students become the master of the classroom; After class, I communicate with students in a timely manner, find out the problems in classroom teaching, timely optimize and improve, constantly track and adjust, and design a classroom teaching model that students are willing to learn and actively integrate into. In some universities, the curriculum system framework of the finance professional talent training program is roughly the same, and the teaching system framework cannot be set up according to the social needs [4]. The construction of practical curriculum mechanism is not perfect enough; there is little difference in the curriculum, only the teaching content and teaching methods are different; Let's wait. This shows that the construction of curriculum system and the arrangement of teaching content of finance majors in some applied colleges and universities do not meet the new requirements of curriculum construction under the background of new liberal arts, and these reasons also make students unable to actively integrate into the classroom and the classroom teaching effect is poor. Therefore, applied colleges and universities should timely adjust the curriculum Settings and form personalized teaching content and teaching methods. To meet the requirements of the development of the new liberal arts for the purpose of building an innovative development of the curriculum system, the construction of students interested in the curriculum system, so that students take the initiative to join the class, become the hero of the class [5].

2.3 Focus on Interdisciplinary Integration

The education model under the new liberal arts background is based on the social demand for talents, optimize and upgrade the teaching concept and teaching content, organically integrate the theory and practice of interdisciplinary fields into the course teaching, and realize the new model of interdisciplinary integration and education. In the past, the emphasis on "integration of industry and finance" requires financial talents to not only

be familiar with financial professional knowledge, but also have a basic understanding of the basic knowledge of the field, such as accounting in the field of construction, but also know the unit price, variety, shape, characteristics and other basic information of raw materials such as rebar, concrete, aluminum alloy, etc. In the processing of financial data can be sensitive to detect untrue data, in order to avoid financial errors. Colleges and universities, as the export of financial talents, must consciously shoulder the mission of cultivating talents with the consciousness of "integration of industry and finance"[6].

3. The Financial Talents Training Mode of Applied Colleges and Universities under the Background of New Liberal Arts

Under the background of the new liberal arts, application-oriented colleges and universities seize the opportunity to integrate core values into the talent training program, adhere to the characteristic education model, and strive to train young talents with ideals, morality, culture and discipline that meet the needs of society. Therefore, application-oriented colleges and universities should make a comprehensive plan from the aspects of teaching staff, teaching content, teaching methods and teaching objectives to form a comprehensive and complete new mode of talent training.

3.1 Establish a New Concept of Liberal Arts and Improve the Characteristic Teaching Staff of Application-oriented Colleges and Universities

Financial talents are indispensable talents in all walks of life, and the cultivation of talents needs the efforts of colleges and universities, and the teachers with strong moral consciousness and fine professional ability are the original driving force for the sustainable development of colleges and universities. The improvement of the teacher team should be carried out comprehensively from the aspects of recruitment and training. Most of the teaching staff of application-oriented colleges and universities are composed of young teachers, so they should give full play to their own advantages. Young teachers have advantages such as easy absorption of fresh knowledge, strong ability to acquire

information, and strong awareness of self-improvement. Application-oriented colleges and universities can invite young teachers to "go out" and learn from the rich experience of their brothers and universities by hiring professional lecture teams and participating in national university forums. Then through the "introduction" means to implement the experience, combined with the specific learning situation, to create a personalized teaching team of teachers. In addition, in the process of recruiting new teachers, it should be inclined to recruit interdisciplinary talents, doctoral talents, overseas study talents and other talents that are lacking in application-oriented colleges and universities, and attract more outstanding talents to join through attractive welfare benefits. In the context of the new liberal arts, application-oriented colleges and universities should put the concept of "application-oriented talents" into practice, and should strengthen the introduction and upgrading of "double-qualified" talents. On the one hand, teachers are encouraged to use vacation time to practice in enterprises, understand the employment needs of enterprises, timely adjust and revise personnel training programs, in order to train talents to meet the needs of society as the training goal; On the other hand, application-oriented colleges and universities can regularly invite industry experts and professional trainers to the school for practical guidance and training of young teachers, so as to accumulate strength for the expansion of the "double-qualified" talent team. In order to attract diversified talents to meet the development requirements of the university, application-oriented colleges and universities need to make comprehensive efforts in all aspects, first of all, to recruit strong, promising and motivated young talents; Secondly, we should pay attention to training and guidance, hire professional trainers and experts to train young teachers regularly or irregularly, and let old teachers help new teachers in teaching design, classroom order control, scientific research after class and other aspects. Finally, it is necessary to provide a perfect retirement guarantee and form a security system that makes the faculty and staff have no worries, so that the faculty and staff can devote themselves to teaching and scientific research, and attract more high-level talents to join [7].

3.2 Create First-Class Courses and Demonstration Classrooms for Finance and Accounting Majors to Promote the Development of New Liberal Arts

By integrating the new liberal arts into the professional curriculum system, systematic analysis and exploration are carried out from the aspects of talent training objectives, curriculum system, teaching mode, talent training mechanism, etc., the core knowledge points of the major are reconstructed, and the practical project is used as the carrier to build a diversified collaborative curriculum system, a practice innovation system for financial talents and a new way of talent training and evaluation that reflects the requirements of the new liberal arts. Relying on the industry-university-research practice platform, through online and offline cooperation, break through the space limitation of school-enterprise cooperation in the past, and expand the space and form of school-enterprise cooperation; Through professional construction, curriculum design, practical training, production practice and other different dimensions, improve the talent training mechanism [8].

There are more than 3,000 colleges and universities in China, most of which are comprehensive colleges and universities with finance-related majors. The curriculum of finance majors in colleges and universities across the country is basically the same, with basic courses, theoretical courses and practical courses as the general direction, and basically a fixed training mode has been formed, which has caused many colleges and universities to imitate and copy. It has become an urgent task for application-oriented colleges and universities to create first-class classrooms and demonstration classrooms that conform to the actual situation of the university and are full of characteristics. The construction of first-class courses should pay attention to both quality and innovation. On the one hand, theoretical and academic courses should be strictly regarded as first-class courses for the reference of the whole school, and errors and biases in theoretical direction should be resolutely avoided. On the other hand, the integration of production and education and science and education should be encouraged, and innovations should be made in teaching design,

teaching content, teaching methods and the realization of teaching goals. Application-oriented colleges and universities should pay attention to the inheritance of quality curriculum construction. When building first-class courses and demonstration classrooms, old teachers should take the lead and young teachers should be involved. In the process of construction, young teachers will constantly learn from experience, improve their shortcomings and summarize themselves, and gradually grow into the backbone force that can take charge of quality curriculum construction and constantly implement the mission of quality curriculum construction. To create a diversified and comprehensive first-class curriculum and demonstration classroom [9].

3.3 Build a Financial Practice Platform to Meet the Job Needs of Enterprises

Most colleges and universities offering finance major in China have set up in-class practice and include extracurricular practice in the credit requirements. However, few colleges and universities really provide a platform for students to practice in enterprises. On the one hand, the number of students is large, it is difficult to find multiple enterprises in batches and there are many employment needs, and on the other hand, it is out of consideration of student safety. Building a financial practice platform is the best way for students to truly experience the future work environment and jobs. Application-oriented students should give full play to their network advantages and actively cooperate with a number of enterprises to achieve school-enterprise cooperation. Students of different classes can be arranged to enter the enterprise for internship in batches and periods of time, and internship can also be arranged in shift system, so that more students can have access to the financial positions of enterprises. In addition, the advantages of alumni and staff can be used to encourage outstanding alumni, active and retired staff to use their own network resources to contact relevant enterprises, through the signing of reciprocal agreements with colleges and universities to provide more internship positions, so that students can experience financial work, effectively grasp the employment needs of enterprises, and make adequate preparations for future job hunting

[10].

4. Summary

The construction of the new liberal arts has pointed out the direction for the training of financial talents in application-oriented colleges and universities. Application-oriented colleges and universities should regard the training of financial talents as a systematic project, put forward the construction plan from the top down, constantly discuss and modify it, and actively implement and complete it on time from the bottom up. Application-oriented colleges and universities should combine interdisciplinary integration with teaching concepts, give full play to their own advantages, and make use of the professional teaching team actively cultivated and the convenient school-enterprise platform actively built to cultivate all-round development talents with strong practical ability, strong learning initiative and meeting the social demand for employment. It is necessary to seize the opportunity of the development of the new liberal arts, skillfully combine the tasks of applied colleges and universities with the background of the new liberal arts, make full use of various resources under a good big platform, and complete the mission of personalized and professional talent delivery.

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