



INNOVATIVE RESEARCH ON FINANCIAL TALENTS TRAINING MODE OF LOCAL UNIVERSITIES UNDER THE BACKGROUND OF NEW AND OLD KINETIC ENERGY CONVERSION

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ABSTRACT

KEYWORDS:

*new and old kinetic energy
conversion; training
mode; finance talents*

Based on the background of new and old kinetic energy conversion in Shandong Province, aiming at training applied, compound and innovative high-quality talents to meet the needs of modern financial service, how to construct training model of financial professionals in local undergraduate universities is proposed. This paper analyzes the main problems and puts forward some innovative ideas for the training mode of financial professionals, so as to cultivate more qualified talents for regional economic development.

1. INTRODUCTION

1.1 Research Background

Since the outbreak of the global financial crisis, the world economy has entered a long period of deep adjustment. Deep structural contradictions have emerged, potential growth rates have continued to decline. The process of global economic integration has been tortuous and faced with many uncertainties. At the same time, innovation is becoming a new engine of global economic growth, and a new round of scientific and technological revolution and industrial transformation is accelerating gestation and bursting out of agglomeration, especially information technology, biotechnology, manufacturing technology, new material technology, new energy technology and other widely penetrated into various fields, which is triggering profound changes in the international industrial division of labor and reshaping the world. Shandong Province must firmly grasp the important opportunity of building the new and old kinetic energy conversion comprehensive test zone, make overall planning and scientific deployment, and comprehensively enhance economic innovation and competitiveness.

The transformation of new and old kinetic energy is inseparable from the reform and innovation of financial capital and financial market. By utilizing the value discovery and market adjustment mechanism of financial market, capital can be effectively flowed into strategic emerging industries, and industrial infrastructure and supporting facilities can be improved to further attract more capital inflows, thus forming a benign financial ecology and realize the upgrading of industrial structure.

Under the background of the transformation of old and new kinetic energy, the direction of financial industry development is as the following:

- (1) Deepening the construction of multi-level capital market, and creating a new platform for enterprise financing;

- (2) Integrating finance and technology to stimulate new economic development momentum;
- (3) Strengthening Inclusive finance and building a new platform for financial development;
- (4) Promoting the development of green finance and implementing the new concept of financial development
- (5) Using "Internet + finance" to build a new format of economic development.

1.2 Research Status

In October 2015, Premier Li Keqiang pointed out at a government working conference that "China's economy is in the difficult process of changing the old and new kinetic energy". On January 20, 2017, the General Office of the State Council issued the "Opinions on Innovation, Management and Optimization Services to Cultivate and Strengthen New Kinetic Energy for Economic Development and Accelerate the Continuous Transformation of New and Old Kinetic Energy", which is the first document on fostering new kinetic energy to accelerate the successive transformation of new and old kinetic energy in China. During the "two sessions" on March 6, 2017, Premier Li Keqiang attended the deliberations of the Shandong delegation and pointed out that Shandong's development benefited from kinetic energy conversion. He hoped that Shandong would continue to take the lead in the transformation of new and old kinetic energy. In April 2017, Premier Li Keqiang visited Shandong, pointing out that Shandong should play a key role in the conversion of new and old kinetic energy. Shandong Province formally launched a major project of new and old kinetic energy conversion pilot. In January 2018, the general plan for the construction of the comprehensive test area for the transformation of new and old energy conversion in Shandong was approved by the State Council. In February 2018, Shandong Province issued the Implementing plan for major kinetic energy conversion

projects and put forward the top ten key industries. In March 2018, the Education Department of Shandong Province issued the Notice on Actively Serving the Major Construction of the New and Old Kinetic Energy Conversion Project, calling on the whole province's education system to fully implement the spirit of the Nineteenth National Congress of the CPC and implement the major project of the conversion of new and old kinetic energy and opens the prelude to a new round of educational research and teaching reform. According to the plan of the Department of Education, in five years, by adjusting the specialty, adding or reorganizing a number of new cross-specialties, optimizing and upgrading a number of traditional specialties, training 10,000 outstanding talents including financial personnel. At present, colleges and universities in the whole province are focusing on docking, serving and boosting the top ten industries, optimizing the professional structure, implementing the classified training of talents, and reforming the training mode of talents is in full swing.

1.3 Research Significance

The training of talents in higher education must be guided by economic and social needs. Under the background of industrial structure upgrade and supply-side reform, education authorities at all levels have guided universities to actively meet the needs of regional economy and society, and carried out applied education research and teaching reform. A series of achievements have been achieved. However, in the regional scope, the local colleges and universities for the new and old kinetic energy conversion of a certain field of personnel training model reform research is just starting, the results are rare, so this study has very important theoretical and practical significance. On the one hand, it helps to further clarify the relationship between the transformation of old and new kinetic energy and the adjustment of the direction of finance major, puts forward the dynamic mechanism of the adjustment of the direction of finance major, realizes the benign interaction between the transformation and upgrading of industrial structure and the cultivation of talents, and has a certain guiding role in the setting and adjustment of the direction of local colleges and universities. On the other hand, it can provide reference for other local universities.

2. MAJOR PROBLEMS EXISTING IN THE CURRENT TALENT TRAINING MODEL UNDER THE BACKGROUND OF NEW AND OLD KINETIC ENERGY CONVERSION

2.1 The Orientation and the Target of Talented Personnel Training Mismatch the New Strategy of New and Old Kinetic Energy Conversion

Let's take Shandong Jiaotong University as an example. In 2014, the school started the reform of training mode of applied talents, and the specialty orientation of finance was determined on the basis of investigation. However, with the development of the economy, new changes have taken place in the financial sector. Shandong Province regards the modern financial services industry as one of the "top ten" industries with new and old kinetic energy conversion, and puts forward the direction of the transformation and upgrading of the financial industry in the future. Local colleges and universities should closely integrate the needs of regional economic development, and serve the regional industrial economy. If we don't adjust the orientation and target of talent cultivation in time, it will lead to the disconnection between talent

cultivation and social needs, hindering the process of new and old kinetic energy conversion.

2.2 The Curriculum System and the Curriculum Standard Mismatch the new Direction of New and Old Kinetic Energy Conversion

The original curriculum system and curriculum standards were mainly set up according to the post needs of the traditional financial enterprises. They did not take into account the integration of finance and technology, the integration of finance and the internet + under the background of new and old kinetic energy conversion, and the integration of finance and the Internet of Things + without facing the needs of strategic emerging industries. Demand for talents.

2.3 Teaching Methods Mismatch the New Requirements of New and Old Kinetic Energy Conversion

Teaching method is still based on the traditional "cramming" teaching, without taking into account students' self-learning ability, innovative spirit and lifelong learning concept needs under the new and old kinetic energy conversion. Most teachers do not make full use of information technology. Because of the poor comprehensive quality of students, it is difficult to cultivate new talents adapting to the transformation of new and old kinetic energy.

2.4 Teacher Team Mismatches the Need of New and Old Kinetic Energy Conversion

The key to cultivating qualified personnel adapted to the new and old kinetic energy conversion lies in teachers. At present, most of the teachers have less contact with the industry and can not accurately grasp the needs of the industry. At the same time, teachers' assessment and incentive mechanisms are difficult to retain high-level teachers.

2.5 The Professional Evaluation Mechanism Mismatches the New Changes of the Old and New Kinetic Energy Conversion

The transformation of old and new kinetic energy is a long-term process, during which old industries are constantly withdrawn or transformed and upgraded, and new industries are constantly emerging. This requires professionals to adjust in time with changes in the industrial structure. Professional evaluation can help to find the problems existing in the professional construction, and then provide a scientific reference for the dynamic adjustment of the professional. The current professional evaluation is usually carried out periodically, with huge workload, long cycle and lagging behind the industrial restructuring. It is necessary to further improve the professional evaluation mechanism.

3. INNOVATIVE IDEAS FOR THE TRAINING MODE OF FINANCE PROFESSIONALS IN LOCAL COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF NEW AND OLD KINETIC ENERGY CONVERSION

3.1 Adjust the Training Direction of Finance Specialty

We should follow the reform path of "Investigation-Planning-Implementation-Feedback" (IPDF) and the logic of curriculum system construction of "School Orientation-Speciality Orientation-Graduation Requirements-Examinable

Indicator Points-Curriculum System”, which were summarized and refined from the last round of reform in the training mode of applied talents in schools on the basis of full investigation and research. According to the development direction of the modern financial services industry under the background of new and old energy conversion, combined with the resources advantages of colleges and universities, we should adjust the professional orientation and identify the direction of “Internet + finance” training for students in the field of traffic investment and financing, so as to form training features and avoid homogenization competition.

3.2 Constructing Curriculum System and Curriculum Standard that adapts to the conversion of new and old energy

To explore and form a curriculum system suitable for the post needs of modern financial service industry, to construct a moral education system of “moral education leading” and to cultivate students’ good professional ethics and social responsibility in the period of new and old kinetic energy conversion; to construct a general education system of “integration of general education and specialized education” and to break the disconnection between general education and professional education; to innovative layered practice teaching system, build a “knowledge and practice, learning and innovation integration” innovation and entrepreneurship education system, solve the weak practical ability and innovation and entrepreneurship education lack of practice platform problems. Moral education, general education, innovation and entrepreneurship education will run through the whole process of financial professionals training. According to the connotation and post requirements of modern financial service industry, curriculum quality standards are formulated or revised to form a programmatic document for teaching implementation.

3.3 Carrying out the Reform of Teaching Mode with Information and Combining Closely with the Credit System Reform

Under the guidance of the system, teachers and students should be guided to actively invest in the construction of information-based courses and the reform of mixed-mode, promote the deep integration of information technology and education, fully realize the transformation from “teaching-oriented” to “learning-oriented”, “classroom-oriented” to “in-class and out-of-class” and “results-based evaluation” to “result process integration”. Requirements for the implementation of teaching courses are to carry out the construction of teaching resources on the school network teaching platform, through information-based training to enhance teachers’ skills in the use of information-based means, guide teachers through teaching design, make full use of information-based means and MOOC resources, carry out case-based, inquiry-based, situational, flip-over and other diversified. The teaching mode realizes the unification of teaching objectives and personnel training objectives, and effectively evaluates the degree of achieving curriculum

objectives by means of information platform. We should further promote the reform of the credit system, explore the establishment of a course selection system, student status management, quality control system, evaluation and evaluation system suitable for the credit system, and solve the problems of insufficient teachers and limited curriculum resources.

3.4 Strengthen the Construction of Teaching Team and Cultivate the “Double Qualified” Teaching Staff Qualified for the Conversion of New and Old Kinetic Energy

Through investigation and research, it is clear what kind of “double-qualified” teaching staff is needed for the conversion of new and old kinetic energy in Shandong Province, and the combination of internal training and external introduction is adopted to encourage teachers to practice in enterprises and obtain first-hand information on personnel training and enterprise needs, and to speed up the introduction of high-level professional leaders and teaching backbone. We also can hire enterprise teachers to participate in the process of personnel training.

3.5 Develop Professional Evaluation and Curriculum Evaluation Together with Enterprises and Social Forces, and Establish a Dynamic Adjustment Mechanism of Professional Orientation

According to the characteristics and professional orientation of modern financial service industry, enterprises work together to formulate detailed indicators of financial professional evaluation and curriculum evaluation, carry out regular professional evaluation and curriculum evaluation, and optimize the professional direction, curriculum system and curriculum content.

Acknowledgement

This work was supported by Shandong Jiaotong University’s project about teaching reform research 2018YB44.

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