

## Practice Leads to Actual Knowledge, Practical Training Cultivates True Abilities, And Lays A New Foundation for Nurturing Bright Seeds.

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### Abstract

Difficulty can promote change, exploring and adapting to the development of new productive forces led by innovation, which has become a new path for universities to create practical teaching reforms. This paper takes the financial and economic practical training teaching of Sichuan University of Science & Engineering as an example, on the basis of analyzing the difficulties of the current practical teaching, in order to promote the overall growth of students and improve students' ability to adapt to the society. Teaching quality is the core goal of educational reform. Summarize the new experience and new highlight of upgrading practical teaching in recent years. It puts forward some suggestions on enhancing the effect of practical teaching, which has certain reference significance for exploring and improving the new path of cultivating innovative talents.

### Keywords

Teaching reform; Practical teaching; Financial and practical training teaching.

### 1. Transform Concepts, Identify Problems, And Actively Embrace New Challenges in Innovative Financial and Economic Practice Teaching

The era of informatization has rapidly advanced, and the leadership of the Party has entered a new century of building socialism with Chinese characteristics. Accounting, which plays a fundamental role in macroeconomic management and market resource allocation, has entered a critical period of high-quality development. The cultivation of accounting professionals in colleges and universities must also seize new opportunities, meet new challenges, and fully adapt to the needs of deepening reforms and profoundly integrating into the development of economic globalization. On the one hand, the world is experiencing unprecedented significant changes, economic globalization is in reverse decline, and the factors of instability and uncertainty in the internal and external environment have significantly increased. International accounting will face profound and complex changes in the order. [1]At the same time, peace and development remain the firm themes of the era, the community of human destiny and multilateralism occupy the international mainstream, international economics and trade are frequent, cross-border capital flows are rising, and cross-border financial accounting cooperation and regulation face new challenges. Therefore, the financial practice teaching education of the Accounting Department of our school has faced the following new problems and new challenges:

(1) The new era of "Internet+" brings new requirements to the accounting industry.

Facing the continuous and complex macroeconomic situation, in order to relieve the pressure of economic decline, we must mobilize the innovation power of college students. Internet technology is developing at a rapid speed, and is getting involved in all fields of the economy and society with a very incredible depth and breadth, which has caused major changes in

business model, transaction mode, management activities and other aspects, and also formed a significant and profound impact on the accounting industry. The relationship between accounting and the Internet will transform into "the internet is the essence, and accounting services are the core content." Against this backdrop, the accounting field will inevitably undergo significant changes to adapt to the vast impact brought by technological progress, seeking development in the innovation of "Internet + Accounting" to better meet the information demands of corporate and national economic management.

(2) The education of financial and accounting talents faces enormous challenges with the progress of the times.

With the support of information technology: (1) Business operations and finance in enterprises are further integrated, gradually evolving from static management focused on finance to dynamic management focused on strategy; (2) With the help of "Internet +" personalized customized services will have a great development, in order to make management decisions more effective; (3) The enhancement and widespread application of technological means such as the internet, digitization, and intelligence will lead to a more urgent demand for higher levels of financial shared services in the industry. "Internet+" will drive the intelligence of accounting, strengthening the management functions of accounting. The knowledge system and professional skills required for accounting talents will undergo a transform qualitatively. Against this backdrop, all financial and accounting talent training institutions must explore ways to improve training models, refine the curriculum system, and strengthen the new path for training new types of financial and accounting talents with enhanced practical and adaptive abilities.

(3) The mismatch between the objectives of financial and accounting talent cultivation and the conditions for their achievement hinders the improvement of teaching quality.

After more than 30 years of exploration, our accounting major has established the cultivation philosophy of "expert in accounting, adept in management, knowledgeable in technology," the educational orientation of "combining industry with learning, career-oriented, serving the western region," and the training model of "systematic professional courses + multi-level practical internships," dedicated to producing versatile financial and economic talents with high adaptability for society. [2] However, achieving this training goal still lacks solid support from teaching conditions.

The current approach to experimental courses is outdated: The traditional experimental courses assist the theory teaching, so the mode of offering supporting experimental courses according to the theoretical courses has been unable to adapt to the changing development situation of The Times and the needs of talent shaping.

Various attempts at practical teaching reforms have yielded unsatisfactory results: In recent years, riding the momentum of the school's development, our accounting major has actively explored reforms in many aspects. The college places great emphasis on practical training and has introduced some comprehensive practical training projects. However, after specific implementation, few have achieved outstanding results in teaching. Even with cloud technology, many practical training projects still give users a sense of fragmentation between knowledge and business and a monotonous repetition of electronic chapter assignments. The existing practical training course system and content do not provide sufficient support for theoretical teaching and the training of students' practical abilities.

The high difficulty and long-term pressure of comprehensive on-site internships: Accounting majors have high practical requirements, but due to the particularity of job positions, it is impossible to place all students into specific units for on-site professional practice within the time frame set by teaching tasks. Objectively, there is considerable difficulty in effectively implementing various internship plans in the training program. Therefore, there is an urgent

need for in-depth cooperation with enterprises that are technologically advanced, innovative in concept, and have a solid professional foundation to develop practical training courses. This would enhance the openness and simulation of practical training courses, and realize the industry-academia interaction in a real sense. By leveraging the development of internet technology, we can break down the barriers of the campus and create a "shallow beach of the workplace" style practical training education model.

New challenges also mean new opportunities. The talent training and practical teaching of accounting major require educators to constantly change their ideas and innovate their educational methods. Building on the experience of accounting specialty construction over the years, they need to deeply understand the new ideas and spirit of the "14th Five-Year Plan" for Accounting Reform and Development, identify new levels of accounting services in the market, accelerate the pace of innovative accounting talent cultivation in universities, and promote the integration of accounting work into the new era, aiding in the modernization of local economic and social governance systems and governance capabilities.

## **2. Building a New Platform for Strengthening the Construction of Financial and Economic Practical Training Bases from a Practical Perspective**

Improving the quality of accounting professionals focuses on the significant trends of economic development and the new stage of socio-economic development, and the vitality of the vision of accounting professional construction comes from the solid practical teaching soil. In this regard, in recent years, the Department of Accounting has taken reform and innovation as the fundamental driving force, aiming to serve the local socio-economic order and public interests. Adhering to the theme of promoting high-quality development over the long term, it has closely focused on maintaining the development strategies of the southern Sichuan liquor industry and the large chemical industry. In aiding local fiscal and tax management training, it has innovated the construction of financial and economic practical training bases. This has initiated a new journey for universities to jointly promote the local governance system and governance capabilities towards the second centenary goal, strengthening the accounting profession and reforming practical teaching to achieve a new platform for multi-faceted expansion and upgrading.

(1) The professional characteristics and regional advantages are distinct. After 38 years of effort and accumulation, our accounting major has developed distinctive professional characteristics. It has clarified its mission as "transmitting accounting knowledge, adapting to societal and industrial progress, and serving the development of the western region," guided by the "Huangling Spirit," and adopting a model of "three hearts, four abilities, five combinations." The professional educational purpose of our school is to cultivate compound applied accounting professionals who possess the spirit of hard work and entrepreneurship, noble virtues, strong practical abilities, and high social adaptability. These professionals are "excellent in accounting, adept at management, and knowledgeable in technology," and are able to endure hardships, stay committed, and be practically applicable, and highlight the interdisciplinary discipline and innovation of management, economy, engineering and technology. It mainly serves the liquor industry and Chengdu-Chongqing economic Zone, and has long been committed to the comprehensive strategic cooperation with Wuliangye Group, Luzhou Laojiao Group and other liquor enterprises as well as local governments, accounting firms and financial institutions in southern Sichuan, with a broad and profound regional and industrial foundation.

(2) Professional construction and development have achieved remarkable results. In 2009, accounting of our college was approved as a characteristic specialty in Sichuan Province and

the first batch of comprehensive reform pilot majors in Sichuan Province; starting in 2010, we began to recruit students for dual degrees; in 2013, we received 200,000 yuan in funding from the university's "Discipline Cultivation Project" to build the "Modern Finance and Accounting Research Center"; in 2016, we began enrolling students in the first batch; in 2017, we launched the ACCA class; in 2018, we obtained the qualification for the master's degree in accounting. After long-term and unremitting efforts, our school's accounting major has become a reputable major in the university with a multi-level education model, high-quality students, excellent teaching quality, and rich educational reform achievements. On May 2, 2018, the Education Department of Sichuan Province released the "Sichuan Province Ordinary Higher Education Institutions Accounting Undergraduate Major Evaluation Report" (from now on to as the "Evaluation Report"), and our school's accounting major ranked among the top in the provincial universities participating in the accounting major evaluation.

(3) The reform of practical education is advancing in multiple dimensions. ① Regarding hardware construction, currently, the accounting major has access to a laboratory space of 1,500 square meters, with a total value of over 15 million yuan in experimental instruments and equipment. Facilities include an accounting simulation laboratory, an accounting manual laboratory, an accounting computerized practical training room, and an ERP comprehensive simulation laboratory. ② In terms of software construction: We have introduced a series of software platforms such as the NewPathway cross-disciplinary simulation training course platform (VBSE), Yonyou U8, Kingdee K3, NetChina financial decision-making and small business accounting, and the BlueSky accounting experiment platform. ③ Regarding the construction of practical courses: We offer basic accounting manual experiments, accounting computerization experiments, cost accounting experiments, financial decision-making experiments, and comprehensive enterprise management experiments. The corresponding practical training materials are complete, and the related teaching documents and training manuals are well-prepared. ④ In terms of the construction of practical course teachers: After nearly 10 years of cultivation, the accounting experiment teachers in our college have formed a team that is primarily composed of middle-aged and young individuals, 100% of whom have a master's degree or higher, 62% of whom have industry backgrounds. This team integrates accounting, management, computer technology, and other disciplines, possessing rich experience in experimental teaching and sound capabilities for educational reform research.

(4) The practical platform serves a wide range of services. At present, there are more than 1,600 students at all levels and types of accounting major in our college every year. The college provides practical education for international students from countries along the "Belt and Road" initiative, with over 300 students per year. It also offers useful services to various units in society, reaching over 600 people per year. Financial decision-making experiment and enterprise and comprehensive management experiment are open to the whole school as comprehensive practice elective courses.

(5) The college holds high hopes for the development of practical teaching. In recent years, the college has strengthened its focus and investment in practical education, vigorously implementing a strategy of high integration of teaching, industry, research, and production. Striving in the context of the new stage of the internet entering the "Big Data, Intelligent, Mobile, Cloud" era, through strategic cooperation with leading enterprises in the industry, the college actively explores new paths for the high integration of "higher education + professional talents + information age." It strongly encourages integrating the "student-centered" modern higher education, the industry's demand for new financial talents, and the current penetration of cloud computing, big data, and other information technologies into concrete practice. And has successively launched a series of incentive policies to ensure the effective development of the relevant work, initiating a new round of in-depth practical teaching reforms within the college. The new experimental building of the college in Yibin campus has been put into use. Accounting

major, as the key cultivation object of the college, will have some preferential treatment in the planning of experimental housing. All these will provide strong support for the implementing of the "Industry-Education Cooperation and Collaborative Education" project, building a new innovative practical training base that can radiate regional and industrial, and achieving a win-win situation for industry and education.

### **3. Taking Numbers as A Starting Point, We Persist In School-enterprise Collaborative Innovation to Create New Highlights for The Constructing of Financial and Economic Training Bases.**

"Digital talent cultivation and school-enterprise collaborative innovation" is the direction and theme for the future talent cultivation of our school's accounting major. At present, the digital economy, represented by the Internet, the Internet of Things, big data, artificial intelligence and other new technologies, is bursting with great energy to lead The Times. [3]The development of digitalization in the liquor industry has a highly urgent demand for talent, and the cultivation of "digital talents" has strong practical solid and combat requirements. However, there is a severe disconnection between teaching and practice, and the ability to flexibly apply theoretical knowledge to practice is relatively weak. Therefore, we have turned to high-fidelity, highly integrated action teaching and experimental teaching reform activities to explore innovative paths for professional construction actively, and have achieved the following highlights in base construction:

(1) The structure of the practical teaching team continues to be optimized. The structure of the practice teaching team has been continuously optimized. Guided by serving the needs of local economic development and the development trend of the industry, it has established and improved a reasonable combination of doctoral and master degrees, senior and intermediate titles, old, middle and young ages, theoretical teaching, practical teaching, and multi-faceted experts. In up with the 985 and 211 crucial financial and economic universities, continue to innovate the talent training methods for the construction of accounting majors. Relying on the Baijiu industry, accounting firms, and local government departments, we maintain close cooperation and continuously improve the performance evaluation system for the accounting department. We also continuing education content for accounting professionals, promoting a comprehensive improvement in the professional skills and professional ethics of the faculty and staff. The teaching team is continuously strengthened and optimized.

(2) By adopting the Newdao Science and Technology innovation practice teaching model, we achieve collaborative simulated job practice teaching between schools and enterprises. This project creates the teaching goal of the design, that is to cultivate students' ability as the main goal. Practice teaching runs through the whole learning process, and realizes the progressive practice teaching goal of students from business ability, management ability to innovation ability. With the support of digital technology, to promote the digital transformation of accounting and audit work as the starting point, to realize the integration of the three chains, and improve the efficiency of talent training. The industry's demand for talents will be deeply integrated into the training process of accounting talents, and the organic connection between the education chain, the talent chain and the industrial chain will be promoted. We will improve various data standards and safe use norms, and form a new pattern of the accounting function expansion of improving the management level and risk control ability of units internally, and serving financial management and macroeconomic governance externally.

Supported by the construction of comprehensive bases, we aim to achieve the goal of cultivating applied practical talents. Leveraging the technological power and business resources of Newdao Technology, we use innovative thinking in modern higher professional education, such as big data, platforms, interactivity, sharing, and customization, to bring creative concepts and

practical experience into the classroom. This creates a creative atmosphere on campus, fosters students' creative and international awareness, and ultimately establishes a new model and mechanism for practical teaching, achieving the goal of cultivating applied talents.[4]

(3) Launch practical teaching classes that integrate theory with practice to enhance the adaptability of talent. Relying on the high-quality resources of Newdao Technology Co., Ltd., taking the value-added tax general taxpayer enterprises in the modern service industry after the tax reform as a case, we jointly explore the construction path of a three-dimensional integrated innovative financial and economic training base. In the context of the rapid development of artificial intelligence, this research has been driven by the changing job capability requirements for positions related to finance and accounting. Throughout the last three years, we have been committed to innovating the system and content of financial and economic practical training courses, as well as the approaches to teaching execution. We have introduced the Newdao VBSE Financial Practice Teaching Platform (for the service industry), simulated anti-counterfeiting tax control invoicing system, and online simulated tax declaration system, enabling students to update their knowledge of tax reform, learn how to invoice and master the tax declaration process; through complete case teaching materials and fully simulated hotel procurement details, value-added tax invoices, and other documents, students gain a comprehensive understanding of all business operations, helping them obtain simulated professional experience and accumulate experience, shorten the professional growth cycle, and improve their adaptability to future job positions.

(4) Establish industrial bases and vocational training camps to seamlessly transition from campus to workplace. Through the combination of on-site and internet-based strategies, students are guided to complete a comprehensive vocational adaptability training within industrial bases. This method strengthens students' abilities to work within high-fidelity corporate scenarios, enabling them to accomplish tasks through teamwork and communication. It enhances students' overall vocational literacy, facilitating their evolution into versatile talents who understand job positions, grasp business operations, are proficient with tools, excel in communication, and are strong in practical combat skills.

Incorporating the characteristics of large, medium, and small accounting firms, establish exemplary models annually in areas such as integrated management, information management, and "specialized, refined, unique" development. Disseminate advanced experiences. Actively cultivate a group of accounting firms that are leading domestically and influential internationally, helping more homegrown brands to go global. Vigorously create an international cooperation and exchange platform for the certified public accountant (CPA) industry, serving China's economy in participating and integrating into global economic development. Innovate in continuing education methods by focusing on professional competence, vocational skills, professional values, and professional ethics, thereby enriching and improving the educational content. Make full use of information technology to effectively enhance training outcomes, continuously maintaining and strengthening the professional competence and ethical integrity of CPAs, and promoting improving audit quality.

(5) Create an open, high-fidelity, barrier-free, multi-dimensional "ecosystem for financial and economic talent cultivation." Through the establishment of employment practice courses within the campus, the construction of industrial bases, the organization of professional discipline competitions co-hosted by enterprises, and the establishment of vocational training camps in collaboration with enterprises, as well as off-campus practical training base first-line training programs, to address the current disconnection between theoretical classrooms and practical training, and the disconnection between talent cultivation and social needs. This enables higher accounting education to indeed face changes in the accounting service environment, service objects, and service demands, to innovate accounting service methods,

and to create new accounting service models. Thus, the accounting major of this college can develop into a cradle for cultivating innovative new talent for the future.

During the construction process of this project, we have taken into full consideration both the needs for internship and practical experience in the accounting major and the talent demands arising throughout the development of enterprises. The goal of building practical bases is to promote a win-win development between schools and enterprises, effectively carrying out cooperation in practical teaching, achieving multi-functional and comprehensive school-enterprise collaboration; in the construction project of practical bases, expand the breadth and depth of collaboration, accomplish the enhancement of the base level, and reach the goal of high-level collaborative research in industry, education, and research between schools and enterprises; in the target objects of practical base construction, base services are established on the foundation of serving society, adhering to integrated development, and insisting on placing accounting work into the overall planning of local economic development and government financial management; in the construction means of practical bases, digital technology is used as support, implementing new development concepts, adhering to innovation and transformation, continuously promoting the institutional innovation of industry-university-research cooperation, promoting the reform of base management systems and mechanisms, solving vital and complex problems in management collaboration, eliminating institutional barriers in cooperative development, and continuously promoting the healthy development of accounting major construction, promoting the deep integration of accounting theory, accounting work, and economic and social management, enterprise management activities, fully utilizing the primary service function of accounting professional practice teaching, and continuously advancing the high-quality improvement efficiency of accounting professional talent cultivation.

(6) Establish a regional "Newdao Science and Technology Innovation Financial and Economic Talent Education Demonstration Base." The three-year pandemic response has been both a challenge and an opportunity. We have actively leveraged Newdao Technology's technology, human resources, and social resources, as well as the accumulation of related achievements, gradually building a comprehensive demonstration base within the college that integrates industry-academia cooperation in education, sharing of high-quality resources and information for professional and employment, practical teaching in financial and economic disciplines, and the practice and functional application of new educational science and technology. This base radiates an influence on neighboring institutions, enabling the Newdao Science and Technology innovation finance and accounting talent training model to be more extensively disseminated through ongoing validation. In conjunction with the ongoing and in-depth expansion of the Newdao Science and Technology collaborative education projects, the college's faculty cultivation, teaching system reform, and practical innovation capabilities have significantly improved. Centered around the institution's 'Financial and Economic Talent Education Ecosystem,' our influence extends to the regional and industrial sectors, genuinely achieving a higher professional education system that is attentive to the needs of both students and society. Through self-improvement, through this educational practice, we have recognized our many shortcomings and the need to continue our efforts and learning. Having seen the vast sea, nothing else can be considered water; without the new coronavirus, everything else is prosperous. Facing challenges, we will continue to firm our goals, with utmost effort to maintain platform resources, continuously accumulate experience in practical teaching, enhance professional quality, strengthen the ideals and beliefs of faculty and staff, unite in cooperation, firm up party spirit cultivation, and strive to achieve the beautiful vision of accounting professional education construction.

#### 4. Suggestions for Improving the Construction of Financial and Economic Training Base Projects

Following the target planning, we continuously adjust our plans, adhering to the implementation path of "comprehensive planning + gradual implementation + organizational support + financial support + hardware first + software support + talent reserve." Whilst actively engaging in the prevention and control of COVID-19, we have been fully dedicated to the establishment and enhancement of the project construction platform for innovative financial and economic training bases. The primary accomplishments are as follows:

(1) Integration of industry and education, collaborative construction of school-enterprise co-built campus financial and tax training base.

In line with the school's practical teaching plan, we have identified the weak points in practical training for students majoring in accounting. In collaboration with Newdao Technology Company and their relevant software, we have selected high-quality students to participate in practical teaching classes, achieving the goal of classified and layered teaching reform and comprehensively enhancing the overall quality of students.

The establishment of the on-campus industry training base represents a significant step. The school and industry partners have collaboratively established the 'Newdao Technology Finance and Economics Talent' on-campus industry training base. This collaboration aims to optimize the practical teaching system, enhance the experimental environment, and elevate the standards of practical teaching. The objective is to develop a premier training base for high-end accounting professionals within the Southern Sichuan economic region. On one hand, leveraging the opportunity afforded by the new experimental building's inauguration, we have comprehensively integrated existing experimental resources and upgraded the hardware facilities. We have planned the construction of the innovative finance and accounting talent training base according to high standards and in strict alignment with enterprise requirements. By leveraging the opportunity of the school's double first-class construction and the elevation of its educational level, we are comprehensively integrating internal and external resources to build a new type of financial and economic talent training system that organically integrates classroom teaching, practical teaching, online classrooms, and extracurricular expansion across four dimensions.

With the help of industry-academia cooperation collaborative education projects, we are uniting regional resources, vigorously motivating teachers' enthusiasm for practical teaching, and the students' initiative to participate in training projects, implementing "learning by doing," and carrying out supporting teaching reform explorations to seek new collaborative education paths for the training of new financial and accounting talents.

A project construction team, led by the executive dean of the college, can be established to engage in comprehensive planning and to coordinate the detailed implementation of the project. As a key project under the dean's supervision, it can actively seek support from various special funds, thereby providing strong financial backing for the project. More importantly, with organizational support, we can quickly board the modern network technology spacecraft, systematically integrate teaching resources from all aspects of management disciplines, and build a new Daotong Technology Financial and Economic Talent Practical Teaching Base that integrates situational interaction, practical teaching, and practical training. Through broader industry-academia interaction, we can refine experiences, expand reputation, and thus build an innovative financial and economic talent training center with regional influence.

(2) Implement classified and tiered professional education pilot programs.

Selecting high-caliber students, we have established a specialized practical teaching class, which is led by instructors with extensive experience.

Maintain close and sincere cooperation with enterprises, adopting the "bringing in" approach, regularly or irregularly inviting experts from Newdao Technology Co., Ltd. to give demonstration lectures;

Adopt the "going out" approach, actively respond to and participate in related exchange activities of Newdao Technology, engage in discussions on the new system for innovative financial and economic talent cultivation near enterprises, plan to send key teachers to complete corresponding employment practice training, and be able to propose innovative suggestions for the construction of the "Newdao Technology Financial and Economic Talent Training Base and Ecosystem," and complete the assigned construction tasks with high quality. At the same time, by engaging in regular exchanges with enterprises and making timely adjustments, we ensure that the collaborative education program truly achieves a win-win outcome.

The School-based Industrial Park is jointly established through consultation by companies such as Xindao Technology Co., Ltd., Yibin Wuliangye Xianlin Ecological Wine Company, Sichuan Fitnet Intelligent Agricultural Technology Co., Ltd., and Guangdong Gaozhuang Law Firm, along with several universities. Managed collaboratively by both parties, the initiative involves the joint establishment of institutional norms and the formation of an organizational structure, operating on a basis that adheres to enterprise standards.

The Industrial Park operates under the management system, clearly defining job responsibilities, setting personnel division and working hours, and implementing collaborative management between the school and enterprises. Based on students' professional abilities and their academic years, projects are gradually arranged and completed under the leadership of experts or mentors, fulfilling the training objectives.

Students are organized to enter the industrial base, where they will engage in an 'apprenticeship' model. Under this model, internship business training is arranged by the base's instructors. Moreover, students are progressively guided through the handling of actual business operations. The aim is to enable students to gain vocational experience in a real corporate environment and to accumulate relevant financial and accounting work experience.

(3) Construct a new "Financial Talent Cultivation Ecosystem" with regional influence in the Baijiu industry.

Building the prototype of the "Newdao Technology Financial Talent Cultivation Ecosystem": Organize front-line internships at renowned companies, professional entry assessments, career training camps, academic competitions, and lectures by experts. In collaboration with Newdao Technology Co., Ltd., we aim to integrate teaching resources across all dimensions of the accounting profession. This partnership is dedicated to exploring more effective developmental strategies for higher accounting education under new circumstances, with the ultimate goal of establishing a high-quality education service operation system for the future. This will enable practical accounting courses to achieve workplace teaching, bringing enterprises into the campus, and making higher education a process of cultivating outstanding talents that integrate with the industry.

Professional entry assessment: Utilizing Newdao Technology Co., Ltd.'s finance and tax software, we have implemented a system of phased assessments and comprehensive pre-employment evaluations for students. These assessments are designed to enable students to gain a thorough understanding of their areas for improvement and to make timely enhancements. By doing so, we aim to accurately align students with positions that correspond to their ability profiles, thereby facilitating more informed career planning.

On-the-job Internship: With the coordination of Xindao Technology and local enterprises, qualified students are selected to enter renowned companies for top-level internships, enhancing the quality of employment for high-quality talents.

**Professional Training Camp:** In line with the planning of Xindao Technology and local enterprises, qualified students are selected to enter corresponding financial and economic professional training camps for targeted employment and vocational training, to improve students' professional literacy and employment levels.

**Academic Competitions:** In collaboration with Xindao Technology and local enterprises, appropriate academic competition plans are designed. By incorporating employment-focused objectives into the curricula of academic contests through a competitive learning approach, we foster a significant increase in students' proactivity towards self-improvement. Through participation in diverse aspects of these events, students uncover their potential, stimulate innovative thinking, and enhance their overall capabilities.

**Master Class:** In collaboration with Xindao Technology and regional enterprises, we invite distinguished professionals and entrepreneurial elites in the accounting field to deliver special lectures on a periodic or ad hoc basis. This leads students to recognize latest trends in the professional field, experience the charisma of successful individuals, feel the new changes brought by the era to the financial and economic field, motivate students to make reasonable career development plans, rationally analyze themselves, and stimulate students' enthusiasm for autonomous learning.

## 5. Summary

The accounting industry is facing unprecedented challenges due to the rapid development of social economy and continuous breakthroughs in big data technology. This requires applied undergraduate colleges to make proactive adjustments in a timely manner and increase high-simulation skill training to produce more qualified accounting professionals.

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