

# Research on the Employment Capital Accumulation Orientation of Finance Personnel Training in Local Institutions

Yuzhi Zhang, Ke Liu

College of Business Administration, Changchun University of Technology, Changchun, China  
Email: zhangyuzhi@mail.ccut.edu.cn, liuke@mail.ccut.edu.cn

Received 2012

The local institutions undertake the important task of talent for the local economic and social development. The conversion of graduates and staff roles are into the run-in period contradiction between supply and demand of finance professional. The fundamental reason is that the employment of capital accumulation is not in place. Therefore, the penetration of a set of employment of capital accumulation in the finance professional classroom teaching process orientation has become an urgent task of local talents cultivation.

*Keywords:* Finance Professional; Personnel Training; Capital; Oriented

## Introduction

Oriented problems on personnel training, domestic and foreign experts and scholars most focus on the needs of the community and the research also involved in employment or social needs, and it has been an extremely important reference for an exploration for personnel training oriented problem[1]. Current the biggest contradiction between supply and demand of finance professionals is that graduates to switch roles for the staff of "zero run" is not in place. The fundamental reason is that the employment of capital accumulation is not in place. Therefore, the penetration of a set of employment of capital accumulation orientation in the classroom teaching process has become an urgent task to local colleges for finance professional personnel training.

## Problem of Finance Professional Training Orientation of Local Institutions

Currently local institutions which set up finance profession are based on Economic and Financial Institutions and comprehensive university. Some institutions in the finance professional teaching practice, the following personnel training-oriented problem should be solved.

## Emphasizing on the Application of Educational and Neglecting Applies to Education

The application of senior personnel is the targeting of most finance professionals. Personnel training practice tells us that Applied Talents is a useful attempt to mass higher education and the application of personnel for the economic and social development has made a significant contribution for over several years[2]. However, to ensure growth, stable prices, adjust the structure and switch the way of the new historical period, more and more financial institutions to show the desire of applicable talent, increasingly strong demand for the application of talent. This is the adaptive talent more with their talent and

learn to use the combination of study and apply what they have learned. The local institutions still adhering to the concept of the application of personnel training. Of course, it is unable to meet the needs of the applicable personnel.

## Emphasizing on Entrepreneurship and Ignoring Employment Ability

With the finance professional in a strong proponent of innovation and entrepreneurship culture, some institutions open a certain percentage of innovation and entrepreneurship training programs, increase innovation and entrepreneurship theory courses such as "Venture Investment" credits and increase the practice of innovation and entrepreneurship sectors such as innovation and entrepreneurship training hours. The aim is to enable students to understand the entrepreneurial idea, be familiar with the entrepreneurial process and master the skills of entrepreneurship; however, this is nothing wrong. However, too much emphasizing on entrepreneurship and ignoring employability development and training, it is obviously not the law of education. Finance professional of local institutions are based on developing finance talent to service local economic construction and neglect the talent needs of the local financial institutions, so even with the high level of the entrepreneurial ability can only be separated from the outside of the industry. Instead of committing to non-professional personnel training and coming to reputation of chair warmer, it is committed to employment ability of this major and then get reputation of specialization.

## Emphasizing on Curricular Training and Ignoring the Extra-curricular Training

Classroom teaching can not only enrich students financial literacy, but also improve the students theoretical knowledge. Some theoretical curriculum curricular training can help students understand and digest the knowledge points, can help students to deepen and enhance the perceptual knowledge and

can help students to exercise and improve the operational capability[3]. Given the special nature of banking financial institutions, the student is difficult to contact with the banking business closely. Moreover, with the disappointments of people in investment and finance, the performance of non-bank financial institutions are not optimistic and the enthusiasm of the reception student internships also decline. In this context, some universities have gradually ignored the extra-curricular training. In fact, relying solely on curricular training, personnel training objectives for the achievement of qualified builders and reliable successors is not enough[4]. Then with a wealth of curricular analog operation without extra-curricular practical training, you will always be on paper, and it is likely that even the best theory is not proven in practice and can never be accepted.

### **Emphasizing on Theoretical Education and Ignoring the Ideal of Education**

If the theoretical education is root, practical education is stem, applicable education is flower and ability education is fruit, then, the ideal education is lush soil, a rich fertilizer, and warm sunshine and plenty of moisture. Rooted in such an environment, any seedlings will grow up, on the contrary, the lack of such an environment, even if the re-developed root system, its development will be inherent. Trees takes a hundred years. We often emphasize on theory of education, no matter how solid the foundation is, and once we leave the ideal education, trained people can not be called talent, let alone applied. It is worrying that some local institutions finance professional fall into a strange circle. They ignore education of ideal, belief and the view of world, life, value and they form a closed school, scholasticism, eager for quick success and instant benefits and be constrained by the sight of talent training orientation.

### **Design of Local Institutions Finance Professional Employment of Capital Accumulation Personnel Training Orientation**

Students of local institutions finance majors in addition to the completion of the normal academic qualification examination, passing the relevant sectors of society organizations become a habit. In this case, how to guide students to complete their studies, at the same time, design students employment of capital accumulation orientation, it becomes obligatory responsibility of professional and even schools.

### **The Fusion of Class and Certificate**

On the one hand, as the main battlefield of expertise in education, the theoretical teaching, experimental teaching and practice teaching address accumulating knowledge and upgrading understanding and training capacity; on the other hand, as the main positions of the quality-oriented education, it can set up learning organization by professional, such as finance community, to carry out the professional training activities of the banking, insurance, securities, futures, funds, and other industry qualification examination, as well as foreign languages, computers and other level certificate examination training activities and then prompt the student to obtain the qualifications

of practitioners of related industries as well as other types of rating certificate and accumulate employment of the capital of the technology.

### **The Combination of Book and Network**

Course group guide with the question before class, explain knowledge in classroom, tutor and answer questions afterschool and so on to stimulate students' interest in reading and make textbooks to promote the students' content of professional quality; it can establish course website, upload teaching resources, sharing information and other means to broaden communication channels between teachers and students and mobilize the enthusiasm of the students' reading; people in a team can recommend extracurricular reading materials, summary of the classic case, organize teachers and students to discuss and other forms to improve the students' enthusiasm for reading, so that students like to study, read good books, accumulate of the employment of knowledge capital.

### **The Coupling of General Education and Professional Education**

It can transmit studies foundation of module economics and the basic theory of finance, play aspects of the learning potential of students' general education and gradually master the basic theory to make basic theoretical knowledge "live"; it can penetrate through humanistic quality of the module ideal moral sentiment and "Three Views", tap the cognitive potential of students in the education sector and patiently cultivate inclusive quality to make personality growth mature; it can expand the required course of the professional core modules and elective theory and practice, develop students' professional education aspects of the radiation potential, continuously improve the operation ability to combine theory and practice off the "real" and accumulate the capital of the quality of employment.

### **The Fit of Supply and Demand**

Talent is a special commodity and it also exist the contradiction between supply and demand. The survey data show that the last two years seek to expand the enrollment scale of finance professional. Some independent institutions of each enrollment are up to more than 10 classes and even more than 400 people. These students after graduation, will undoubtedly increase the contradiction between supply and demand. How to resolve conflicts, in the context of today's talent oversupply is both difficult and urgent. Local institutions only play to the advantage of serving local economic construction, finance professionals is only followed by the development situation in the financial industry and university students only grasp the pulse of financial sector development, in order to cultivate talents to meet industry needs, resolve the contradiction between supply and demand and accumulate employment professional capital.

### **The Combination of Colleges and Enterprises**

As a useful attempt of combining production and learning, the combination between colleges and enterprises are not new.

However, due to the past combination between the colleges and enterprises, it is constrained that schools set up practice base in the financial institutions, send students to practice in the base, and financial institutions train staff in schools, be employed by the school as visiting professor, etc., so that the vast space of the joint between colleges and enterprises has not been completely opened. Just because of these the strategic cooperation between the school and financial institutions can be possible. Schools can build professional together with financial institutions, employ experienced staff of financial institutions as a part-time teachers, send young teachers to the financial institutions for refresher training and other means, continue to provide students with fresh materials and hone opportunities, and accumulate employment ability of capital.

### **Implementation of Local Institutions Finance Professional Employment of Capital Accumulation Personner Training Orientation**

#### **Establishing the Goal of External Introduction and Internal Training and Continuously Optimizing of the Overall Structure**

First, appointing part-time teachers to enrich the team. Part-time teachers from the organs, institutions, financial institutions and other enterprises with politicians, practitioners, business experience, on the one hand, can express a different view of the hot issues of social development and exercise of dialectical thinking ability of the students and on other hand, can solve the problem of the unreasonable career structure of teachers. Second, encouraging teachers to further their studies. To develop and implement a series of incentive-service encourage teachers to continue to pursue a degree, participate in university teacher training and visiting and encourage the team members concerned about the new dynamics of financial sector development, improve the structure of the team's experience. Third, encouraging teachers to guide students to carry out scientific research. On the foundation of guiding students to carry out the work of experiment and innovate projects, it can raise funds by various channels to establish a Finance Professional Student Research Fund, and finance college students research projects.

#### **Implementing the Concept of Stressing Great Importance to the Performance and Effect and Accelerating the Reform of Classroom Teaching**

First, organizing teachers to reform teaching in the classroom. It should actively guide the teachers based on discipline construction, continuously introduce teaching reform achievements, make professional become provincial characteristics of professional, team become the provincial outstanding teaching team, the core curriculum become provincial quality courses, and get a higher goal. Second, promoting teachers to improve classroom teaching. It can continue to improve teachers' teaching ability and professional competence by adjusting the training programs and curricula, and carrying out teaching seminars and exchanges, promoting teaching materials and system reform

activities. Third, setting up research awards system. According to personnel training objectives, it can encourage veteran teachers to develop teaching and scientific research, amply reward high level teaching and research, and research papers and major scientific research.

### **Carrying out the Activities of the Network Evaluation and Poll and Focusing on Improving the Quality Management System**

First, organizing regular teaching quality assessment activities. On the basis of two teaching management system for the implementation of the colleges, it can evaluate teaching quality and effectiveness by organizing students' network evaluation, teachers' site evaluation, as well as off-campus peer forum. Second, promoting the institutionalization of teaching quality evaluation. It should strengthen the institutionalization of professional and make the professional more scientific so that it can effectively protect the quality of classroom teaching and practical teaching to enhance students' ability to practice. Third, improving the teaching quality management system. It should design evaluation by evaluating teaching methods, teaching effectiveness and teaching results to urge the group of ranked programs to speed up improvements, and continuously improve teaching quality management system.

### **Building "Virtual Training to Real Practice" Mechanisms, and Actively Building a Practice Teaching Platform**

First, constructing and improving simulation laboratory. It can introduce financial and investment simulation operation, commercial banking business, the modern insurance practices and such simulated teaching software to carry out the simulation of a single stocks, futures, foreign exchange, bank teller, business, insurance claims and other business operations. Second, expanding the practice teaching base. It should establish the set of banks, insurance companies, securities companies, futures companies, fund companies, trust companies and other organizations in one financial class practice teaching base and service awareness internship, production internship, graduation practice and other aspects of the practice of teaching tasks. Third, carrying out school-enterprise exchange. It can establish the platform of the exchange of teachers and business management and technical personnel, continuously develop comprehensive ability, further improve the teachers' practical ability, and thus accumulate the base of student's employment and enhance the employment ability of the students.

## **REFERENCES**

- Wang Xianghong. Application-oriented vocational personnel training mode to explore and practice [J]. China University Teaching 2011 (4)
- Wu Xue. Reshape the core: the fundamental path of China's professional evaluation of the institution-building [J]. Higher Education Evaluation, 2010 (4)
- Qing Yangmei, Sun Ying. High universities innovative talents train-

ing-oriented mechanism to re-examine [J]. Managers, 2009 (8)  
Huang Ronghuai ,Sha Jingrong ,Li Maoguo .Ecological view of univer-

sity disciplinary professional development education [J] Chinese  
University Teaching, 2004 (10).