Research on the Strategy of Improving the Educational Service Function of Big Data Financial Management Major to Promote the Harmonious Development of Regional Economy

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Abstract: In order to further promote the harmonious development of regional economy, meet the demand of the new era of talents training, the local government should attach importance to the deepening transformation of vocational education concept, clear promote big data financial management professional education for service the importance of regional economic development, develop scientific financial management personnel training system, and guarantee financial management personnel in the new period to meet the demand of time development.

1. Introduction

With the advent of the information age, great changes have taken place in all walks of life, especially in teaching, not only the teaching methods have produced great changes, the teaching content is also constantly renovated. Big data financial management major is a relatively new major, which subverts the disadvantages of the traditional teaching methods and teaching content of financial management major. In recent years, with the continuous development of economic digitalization, the requirements of enterprises for financial management talents are also constantly changing.

2. The interaction between big data financial management professional education and regional economic development

2.1 The inevitability of big data financial management professional education serving regional economic development

Given the inevitability of big data financial management professional service of regional economy, regional economic development of export-oriented and talent demand, through the region big data of financial management teaching problem analysis, explore the big data financial management professional service of regional economic countermeasures, adjust big data financial management professional teaching curriculum and teaching concept to perfect theory and practice

course, realize service regional economic development, regional economic development to promote the development of big data financial management teaching.

2.2 The role of regional economic development in promoting big data financial management professional education

With the goal of serving regional economy, according to the ability and professional quality required by professional positions, promote the reform of professional curriculum system, the improvement of curriculum theory and practice, the construction of a new reform mode of big data financial management teaching, to cultivate high-level applied talents for regional economy[1].

2.3 The role of big data financial management professional education in promoting regional economic development

On one hand, the program can supply businesses with skilled financial management professionals; on the other hand, it can leverage the expertise of these professionals to engage in economic and social exchanges, enhance the investment climate, increase regional influence, promote digital development of the regional economy, and contribute positively to regional economic growth. Thus, it is clear that in order to fully realize its potential for economic and social development and achieve sustainable growth, the program must focus on enhancing the professional and practical aspects of big data financial management, aligning its development with that of the regional economy, and prioritizing its role in serving regional economic development.

3. Characteristics of regional economic development and its demand for big data financial management professional education

3.1 Characteristics and trends of regional economic development

It can be seen from the trend of economic development in China in recent years that the level of economic development shows a significant upward trend, and the coordinated development trend of regional economy is more obvious. According to the regional economic development survey data released by China's Bureau of Statistics, as early as 2019, the economic development level of all regions in China showed an obvious upward trend, but the growth trend slowed down compared with previous years, and the ability of coordinated development of regional economy has been effectively improved. Although the synergy of regional economic development trend in China is becoming more and more obvious, due to the influence of local economic development affected by multiple factors, it is necessary to pay attention to the cultivation of modern financial management talents, actively integrate the concept of big data financial management, and lay a solid foundation for promoting the long-term and stable development of regional economy. From the perspective of the characteristics of regional economic development in our country, concrete manifestation in the following aspects: (1) the current regional economic development direction is still in a steady rising stage overall, from the perspective of market economic system development, our regional regional economic development has come to a new stage of development, gradually realize the comprehensive establishment of well-off society, in order to further meet the regional economic coordinated development strategic goals and narrow economic development trend, the government actively put forward the corresponding policies and measures, solve the practical problems of economic development.(2) Developed regions will promote the common development of backward regions. Combined with the current economic development pattern in our country, the southeast coastal areas of economic development has been relatively mature, has accumulated rich experience,

so these areas should actively play a good leading role, the rapid economic development experience to the western region, according to the characteristics of regional development, scientific development route, guarantee the advantage of local characteristic economic, narrow the economic gap in different regions, realize the coordinated regional economic development.

3.2 Demand of regional economic development for big data financial management professional education

The advent of the digital economy has posed significant challenges to the regional economic development of China. In response to the multifaceted market developments, local government departments must prioritize the role of higher education in addressing these challenges. Specifically, they must recognize the significance of big data financial management education in colleges and universities, gain a comprehensive understanding of the obstacles facing regional economic development, and initiate reforms in financial management education that align with contemporary needs. This involves integrating the modern education goals, staying up-to-date with regional economic trends, and actively designing a scientific talent training system. By acknowledging the importance of big data financial management education in serving the harmonious development of regional economies, local governments can develop a forward-thinking professional education direction for big data financial management that is geared towards the long-term growth of local economies[2].

3.3 New requirements of regional economic Development for the training of big data financial management professionals

From the perspective of the current social development, regional economic development has been highly valued, and gradually become an important part of the national development strategy. Facing the reform of industrial structure of regional economic development, the economic development power is also facing a new goal. If we can effectively explore new development opportunities, the local people will also actively build a new development strategic height, so that the regional economic development to find a rapid path. Faced with this development goal, the driving role of talents is inaccessible, and the demand for talents in various industries has gradually entered a trend of substantial growth. On the basis of the continuous growth of the demand for talents, economic development has also put forward higher requirements for the quality of talent training. Financial management is a crucial component of all industries, encompassing financial accounting, financial reporting, and internal financial oversight. However, traditional functions have proven insufficient in meeting the long-term and stable development needs of regional economies. In light of this, the training of financial management professionals in universities must integrate the concept of big data. Higher vocational colleges must prioritize talent technology and skills training, encouraging students to engage in independent projects that apply their professional knowledge and skills to real-world scenarios. Students must develop an overall perspective and forward-thinking mindset, familiarize themselves with the financial management processes of various enterprises, and actively employ big data technology to complete information statistics and processing. This will help them to develop strong capabilities in financial forecasting, financial integration, strategic management, and investment planning, providing reliable support for regional economic development.

4. Main problems existing in big data financial management professional education service for regional economic development

4.1 Unreasonable curriculum setting

The current state of big data financial management professional education in colleges and universities is undergoing a significant transformation. However, there remain many unreasonable aspects in the design of professional courses. One typical problem is that some courses fail to meet the demand of local economic development, resulting in talent cultivation that prioritizes theoretical knowledge at the expense of practical experience. As a result, the training of big data financial management personnel neglects the target of regional economic development. Due to the impractical nature of the professional curriculum, talent training is hindered, which is not conducive to the healthy development of regional economies[3].

4.2 Textbooks are divorced from the needs of enterprises

The specific needs of local enterprises, big data financial management application ability and workplace ability needs are not clear enough. Part of the university big data financial management professional teaching materials are required, but some professional teaching materials ignores the actual needs of local enterprises, lead to direct reference from different areas of the teaching material content, does not conform to the needs of local economic development, lead to the content of the teaching material and reality, affect the big data financial management professional education work effectively.

4.3 The teaching mode has no professional characteristics

Most of colleges and universities under the based on regional economic development concept of big data financial management mode is the layout of vocational teaching mode, lead to teaching activities to carry out the same, affect students' interest in learning, even play a professional single, not well service regional economic development, limit the financial management education transformation in colleges and universities, is not conducive to the cultivation of interdisciplinary talents.

5. Countermeasures for big data financial management professional education to serve regional economic development

5.1 To create a good external environment

In order to promote the local regional economic development, give full play to the big data financial management professional education service functions, first, the local government departments should fully with the help of regional characteristics and resource advantages, create a good external regional development environment, attach importance to play a role of normal guidance, help universities actively cultivate in line with the regional economic development strategic goals of financial management talents. The current state of big data financial management majors in various universities exhibits significant differences from theoretical majors. One typical difference is that science and technology majors can provide numerous internship opportunities for their students, while big data financial management, as a management position, typically requires companies to employ only a small number of financial management professionals. The demand for large-scale talent in this field is rarely generated by a single enterprise. Consequently, integrating

industry and education and developing school-enterprise cooperation modes are challenging tasks for boosting the development of big data financial management professional education. To address this challenge, attention must be given to talent skill cultivation and construction. Government departments must actively promote strong policy support and leverage the guiding role of functional departments to invest significantly in financial management personnel financial support, laying the foundation for talent training in colleges and universities. From the current most of the big data financial management professional, for the lack of scientific direction education transformation, therefore, the government should actively promote production integration, with preferential tax policy subsidies, encourage enterprises into the big data financial management professional transformation, through production integration enterprise tax optimization, coordinate enterprises and schools, help talent effective cohesion of supply and demand. Through the statistics of enrollment and employment data, estimate the current situation of talent supply and demand, understand the regional economic development trend, and provide scientific guidance for the demand orientation of talents in universities[4].

5.2 Service positioning should reflect local characteristics

The compound financial management talents in the new period are the core of promoting the development of regional economy, and the good talent training program in colleges and universities is an important basis for promoting the export of compound talents. In formulating and implement the big data financial management professional personnel training plan, should fully complete the local enterprise development demand for financial management personnel, clear regional economic orientation service principle, combined with the local characteristic industry resources, comprehensive teaching scheme, according to the actual demands of financial personnel, combined with students' future jobs research, develop scientific and effective financial management personnel training plan. In the formulation of talent training plan, students not only in the school theory practice integration and training courses, in the course study to promote students to cooperative enterprises field practice, grasp the local characteristic industry advantage, play the role of their own professional characteristics in the service, promote regional economic services of regional economic development of big data financial management professional education demand healthy development[5]. For students, they can not only improve their professional level from practice, but also effectively improve their professional value in the internship process. In view of the regional economic and social development, let the students out of the campus, to the society, to achieve the steady development of the regional economy.

5.3 Contact with the actual needs of enterprises

Guided by the needs of enterprises, the setting of the curriculum system should not only reflect the professional characteristics but also reach the level of enterprises' talents. The reform of big data financial management major should be in a continuous and dynamic process, and the development direction of the major should be adjusted according to the needs of enterprises and positions, so as to cultivate qualified talents who can truly serve the regional economic development. Therefore, the person in charge of human resources and the employees working in the front line are investigated to understand their status, characteristics and needs for financial management talents, and promote the teaching reform of big data financial management[6]. According to the local big data actual situation of financial management teaching in higher vocational colleges, the present situation and development characteristics of regional economy from the curriculum, teaching content, teachers, evaluation mechanism of several aspects to explore the way of financial management teaching reform, so that the big data of financial management teaching and regional economic coordinated

development to improve the big data of financial management education service ability of regional economy[7].

5.4 Enrich the mode of talent training, and pay attention to the improvement of practical ability

Traditional vocational education pays more attention to classroom teaching and ignores the practical training of students, which is also the main problem that leads to the unsystematic practice of students' professional knowledge. Enterprise with high school big data financial management professional students provide the Wolf howl a line of practice work, solve the phenomenon of talent training and social demand, build conform to the professional characteristics of the education system, the previous big data financial management professional course teaching way boring and single, students in the learning process of learning due to contact work, think learning knowledge is strong abstract, cause students often to professional knowledge learning[8]. In order to effectively change this situation, it is necessary to require colleges and universities to create good conditions for students to practice in the actual teaching work, through the integration of industry and education and school-enterprise linkage mode, enrich the means and methods of talent training, improve the enthusiasm of students to use various opportunities to participate in the practice, the training of financial management talents should not only pay attention to classroom teaching, but through the school-enterprise cooperation, take students into the enterprise, directly feel the process of financial management[9]. In addition, we can also invite corporate financial management experts to attend school lectures, participate in financial management skills competitions and other competitions "to promote teaching", "modern apprenticeship" and many other ways to help students broaden their horizons and improve their comprehensive practical ability[10].

6. Conclusion

To sum up, in order to further enhance the level of regional economic development, our regional government departments should attach importance to deepen the reform of local talent training institutions, attaches great importance to vocational education in big data financial management professional education level, actively change the traditional teaching mode, to through scientific financial management personnel training service regional economic development, meet the local economic sustainable development strategic goals.

Acknowledgments

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