

# Opportunities and challenges of financial management professional practice ideological and political theories teaching in all courses in the Internet age

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**Abstract:** IPTTAC (ideological and political theories teaching in all courses) is an educational and teaching concept. All courses in a university should have multiple functions of imparting knowledge, cultivating ability and ideological and political education, bearing the role of cultivating college students' outlook on life, world outlook and values. With the advent of the Internet era, financial personnel are also faced with more and more complicated information at work. Under the background of financial big data, the amount of information is gradually increasing, and the channels for obtaining information are also increasing, which makes the financial information processing process more complicated and complicated, so it is easy for a node to cause information leakage during the processing. This paper first introduces the opportunity of practicing IPTTAC in financial management specialty, then analyzes the challenges faced by practicing IPTTAC in financial management specialty, and finally puts forward the idea of practicing IPTTAC in financial management specialty in the Internet era. In order to provide reference for the teachers of financial management specialty in universities and optimize the practice quality of financial management specialty as a whole.

## 1. Introduction

In recent years, IPE (ideological and political education) has been applied in professional courses in a procedural way, which is the basic requirement for the implementation of the whole-process education strategy and an effective method to deepen the reform of university education and teaching [1]. IPTTAC (ideological and political theories teaching in all courses) is an educational and teaching concept. All courses in a university should have multiple functions of imparting knowledge, cultivating ability and IPE, and play a role in cultivating college students' outlook on life, world outlook and values.

At present, the financial management mode is influenced by the changes of the times and technology, and there have been great changes in the needs of managers. The talents trained by traditional financial management courses are difficult to meet the current market demand for talents[2-3]. Financial management in the Internet era is both an opportunity and a challenge. Big data has brought technical support to financial work, but at the same time, the management mode of enterprises has also changed. Studying the teaching reform of university financial management course based on IPTTAC can improve the effectiveness of financial management education and cultivate applied financial management talents with both ability and political integrity needed by society.

## 2. Opportunities for financial management specialty to practice IPTTAC

For a long time, other courses such as general courses and professional courses in universities have played the role of knowledge education and discipline ability improvement, while ideological and political theory courses have always assumed a special political attribute. IPTTAC is a breakthrough in traditional IPE. By changing the concept of IPE, we can further strengthen the persistence and application of Marxist people-oriented thought and further sublimate the people-oriented educational concept [4-5]. The integration of IPTTAC and financial management course

can get rid of the idea and value of directly using public courses and grasp students' learning style, which makes IPE begin to change from an external independent course to an internal part of financial management course, even the starting point and initiative.

In the era of financial internet, all kinds of budget decisions depend more and more on data and its analysis, instead of experience and intuition. Empirical budget decisions will change to empirical budget decisions, and budget decisions will be more timely and accurate. High-quality financial management personnel are the support of social and economic development, so in the new stage of economic development in the new period, the comprehensive quality of financial management technicians in China needs to be improved urgently. In recent years, various bad phenomena that violate professional ethics and affect the quality of practice have occurred in China's financial field, which has seriously distorted China's financial accounting information. Under this background, it is an urgent task to improve the professional ethics level and strengthen the professional ethics construction of financial personnel in China's financial field in the new period [6]. IPTTAC organically combines IPE and moral education elements into the teaching of professional courses, gives full play to the hidden ideological and political role of professional courses, and creates an overall curriculum education model.

IPTTAC, a major in financial management, needs to improve IPE. Under the new enterprise mode and financial mode of Internet, the main courses of financial management specialty should highlight the new market demand brought by modern Internet. The professional curriculum determines whether the knowledge and ability of cultivating talents can meet the needs of society. All this requires the reconstruction of financial management mode, which also puts forward new requirements for effective teaching mode of financial management specialty. This new integration of investment, financing and business network under the Internet, according to the requirements of the new era and the ideological and political characteristics of professional students, it is very urgent and important to actively carry out the research and practice of IPTTAC system for financial management specialty.

### **3. Challenges faced**

#### **3.1. The operating mechanism is not perfect**

In the process of promoting IPTTAC, the university school of economics and management faces many difficulties. From the perspective of IPTTAC, the school of economics and management not only lacks educational ideas in teaching, management and curriculum, but also few secondary colleges will actively allocate resources, actively plan, establish and improve the working system and mechanism, and promote the construction of IPTTAC in universities. The excavation of IPE elements, which are inherent in financial management courses but not developed, is the proper meaning of IPE courses turning to IPTTAC, which is conducive to cultivating financial management talents with feelings of home and country [7-8]. While enriching the contents of professional education, we should realize the unity of the construction of knowledge system and value system, promote the "return to the original heart" of financial management teaching, and let curriculum education return to the fundamental purpose of educating people.

#### **3.2. Difficulties in sorting out financial information**

With the advent of the Internet era, financial personnel are also faced with more and more complicated information at work. In the Internet era, financial data is particularly complicated when it gathers the data information of various units and industries, which will inevitably lead to an increase in the pressure of financial staff. There are also some financial managers who do not pay attention to the study and research of big data technology, and have a weak awareness and ability in collecting, analyzing and integrating financial information and other related information. Under the background of financial big data, the amount of information is gradually increasing, and the channels for obtaining information are also increasing, which makes the financial information processing process more complicated and complicated, so it is easy for a node to cause information

leakage during the processing [9].

### **3.3. IPTTAC cognition is biased**

The primary requirement for financial management professional practice of IPTTAC in the Internet era is to change ideas in time and establish the concept and consciousness of big data. Through the mining and analysis of data correlation, the working mode is innovated. In IPE, mental health education, employment guidance, scholarship evaluation and other aspects, we will provide personalized guidance and help to students, and then promote the practice of IPTTAC in university financial management specialty to be more scientific, refined and professional.

The central position of university personnel training is occupied, ignoring the comprehensiveness of personnel development, weakening the innovation of college students' ideological and political quality and reducing the quality of personnel training. Under the current imperfect teaching system of scientific research feedback, it is difficult for the policy support, expenditure, personnel training and education and teaching of the School of Economics and Management to ensure the promotion of IPTTAC. Teachers of financial management courses either think that political theory is the IPTE element in IPTTAC, or that all education-related resources are IPTE elements in IPTTAC, and neither is desirable.

## **4. Tentative idea of practicing IPTTAC in financial management specialty in internet era**

### **4.1. Clear target positioning**

Based on the reality of the course, the major of financial management integrates the educational contents such as socialist core values, excellent traditional culture of China and professional ethics of accountants into the teaching objectives, and revises the syllabus to increase the IPE objectives and teaching contents. From the perspective of IPTTAC, the teaching content of financial management course should not only cover the content of professional ability, but also pay attention to the cultivation of humanistic spirit and innovative and entrepreneurial spirit, so as to help college students form good practice standards and professional ethics.

In order to ensure that the concept of IPTTAC can be implemented in the teaching reform of financial management specialty in universities, it is necessary to gradually revise the professional talent training program and put IPTTAC concept into the formulation of talent training program. Optimize the curriculum of financial management major, and consider setting up the professional foundation and compulsory courses of accounting professional ethics and spirit separately. Comprehensive use of mixed teaching methods, scenario simulation teaching, case list teaching and other teaching methods, skillfully integrate emotion and values education into diversified curriculum teaching, let students think deeply about their mission and responsibility as a financial person in the process of learning professional knowledge, and imperceptibly realize the educational goal of unifying knowledge teaching and value guidance.

### **4.2. Organize internship activities appropriately**

By providing internship opportunities to integrate IPE and financial management courses, students can not only get rid of boring classes, but also stimulate their enthusiasm for learning. In this process, the university promotes the school-enterprise cooperation mode, and builds an internship base based on the school-enterprise cooperation, so that students can experience the IPE elements in the practice of financial management, and then students can realize the significance of practicing IPTTAC in financial management specialty [10]. The practical teaching design of financial management specialty is shown in Figure 1:

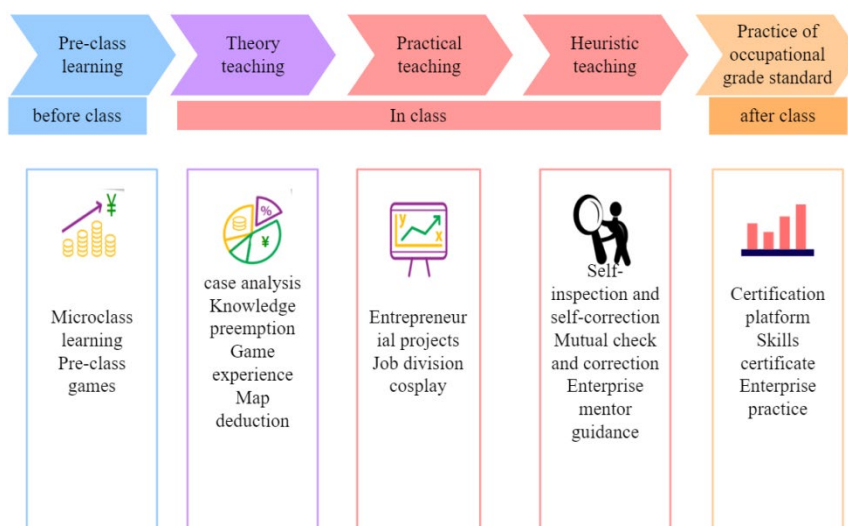


Figure 1 Practical teaching design

Various innovative and entrepreneurial activities of different sizes should be held regularly to cultivate students' innovative and entrepreneurial awareness and ability, consolidate theoretical knowledge in practice, and comprehensively exercise students' organizational ability, innovative ability and speech ability. Create students' pride in their major, help students understand their working environment and content in advance, and lay a foundation for better adaptation to work in the future. Improve yourself in all directions, so as to meet the requirements of the enterprise and find your favorite job better. After the internship, students can discuss, analyze problems and improve together.

### 4.3. Set up a team of professional teachers

No matter the implementation of IPTTAC or the teaching of professional content, it is inseparable from excellent teachers' groups. Therefore, in the process of IPTTAC reform, schools should attach importance to the role of teachers, organize teachers' training and study regularly, and set up professional teachers' groups to provide strong impetus for students' all-round development.

In the course of curriculum design, the elements of ideological education must be added, and the ideological and moral level of teachers needs to be continuously improved, so as to play the role of teaching and educating people. In order to integrate moral education with classroom teaching, we must establish a long-term IPE reform mechanism and vigorously cultivate the ideological and moral level of classroom teachers. Only when the teachers' ideological and moral level reaches a certain level can the reform of IPTTAC be promoted. Send outstanding young teachers to other universities to study and inspect, improve their own ideas, and then pass on the results to other teachers when they come back. Establishing a professional practice IPTTAC team of financial management, there is not only one teacher in each professional course, and each course team can discuss the integration of IPTTAC in this course together, which can form a professional practice IPTTAC scheme of financial management more quickly.

## 5. Conclusions

At present, the financial management mode is influenced by the changes of the times and technology, and there have been great changes in the needs of managers. The talents trained by traditional financial management courses are difficult to meet the current market demand for talents. Under the new enterprise mode and financial mode of Internet, the main courses of financial management specialty should highlight the new market demand brought by modern Internet. The central position of university personnel training is occupied, ignoring the comprehensiveness of personnel development, weakening the innovation of college students' ideological and political quality and reducing the quality of personnel training. In order to improve the teaching efficiency of

financial management specialty, the comprehensive infiltration of IPTTAC concept can cultivate professional talents, and at the same time, it can also help the benign development of undergraduate education. In order to better realize their self-worth, college financial management teachers should master the practical skills of practicing IPTTAC mode in financial management specialty in combination with teaching practice.

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