

Research on the Integrated Development of Accounting Professional Ideological and Political Education and Professional Education

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Abstract: Finance and accounting play an important role in the current development of enterprises, and the finance and accounting major is one of the key majors of the current university education and teaching. From the perspective of ideological and political education, paying attention to cultivate the ideological and political consciousness of accounting professionals is the important basis and premise of cultivating comprehensive talents with higher quality. This paper takes accounting major as the main research object. After analyzing the current situation of accounting professional education in colleges and universities, it focuses on the ways to promote the integrated development of ideological and political education and professional education in finance and accounting major.

1. Introduction

The background of market economy provides a more free space for the development of enterprises. Under the background of the continuous application and promotion of modern enterprise management system, the demand for talents with more professional accounting knowledge and ability is gradually increasing. In the process of cultivating accounting professionals, colleges and universities need not only to pay attention to the education and teaching of various professional courses, but also need to pay attention to the cultivation of ideological and political consciousness of talents. Promoting the integrated development of ideological and political education and professional education is an important measure in line with the current goal of high-quality personnel training and can meet the needs of social development.

2. The Necessity of the Integration of Accounting Professional Education with Ideological and Political Education

All kinds of professional courses in colleges and universities, not only can students provide a variety of professional choice, from the perspective of promoting social development, college professional courses of education content, can cultivate has a more professional knowledge and ability of talents, meet the demand of social development for professional talents, let more professional talents to enter the development of various industries and fields. Social development needs to always maintain a positive and right direction in order to create greater value for people's lives in the process of creating a more positive social development environment[1]. Based on the overall development of modern society, many industries and fields have put forward higher requirements for the comprehensive ability of post talents in the development. The cultivation of professional talents in colleges and universities should not be limited to the cultivation of professional knowledge and skills, but also pay attention to the cultivation of positive ideas and the ability to deal with people, so as to cultivate comprehensive talents at a higher level.

The expertise involved in accounting majors plays an important role in the development of various industries and fields. For the training of accounting professionals, it is necessary to pay more attention to the role of ideological and political education in helping students to form correct ideological values and responsibility consciousness. While meeting the needs of social development

for professional accounting talents, it can also effectively standardize the enterprise financial management and market operation and development in the current social development[2]. Promote accounting professional education and ideological education integration, is not only the requirement of professional personnel training, but also is the development of modern education education reform and development, let the students in the process of accepting professional course education can gradually realize the service consciousness, honesty and trustworthiness, fulfill duty quality in cultivating and improve their professional ability, let students can consciously establish positive and correct ideas in professional learning, is the main goal of promoting professional education and ideological education integration.

3. The Current Situation of Accounting Professional Education

For the training of talents, accounting majors not only need to pay attention to the understanding and application of various financial and accounting theoretical knowledge, but also need to be able to have a certain practical ability to deal with various problems occurring in professional practice and work. In this process, students need to have a higher professional quality and a stable mentality, so as to truly show their own ability in various emergencies and emergencies. Therefore, ideological and political education, as the education content that can cultivate students' moral quality and quality, needs to be valued by professional education in colleges and universities. In the current reform and development of colleges and universities, although ideological and political education has been gradually incorporated into the objectives and teaching tasks of professional courses, there are still some problems in the specific practice[3]. one side, When the course, Often ignore the ideological and political education due to their own insufficient understanding and understanding of ideological and political education, Or because it is difficult to master the scientific ideological and political education methods, Lead to the lack of coherence and correlation between the content of ideological and political education and professional courses, It is difficult for students to have a sense of substitution, Poor educational effect; on the other hand, In terms of the setting and arrangement of the content of accounting courses and the training objectives of professional talents, More emphasis is placed on the cultivation of students' professional knowledge and energy conservation, Lack of scientific evaluation of students in innovation and entrepreneurship and moral quality, It is difficult to get more real education and teaching results and feedback in teaching.

4. Ways to Promote the Integrated Development of Ideological and Political Education and Professional Education

Under the background of the reform and development of the modern education industry, it has become one of the major tasks of the reform and development to increase the proportion of ideological and political education in various professional courses of colleges and universities. For accounting professional this social demand is bigger, talent training goals and direction more diversified, professional, in professional course education into ideological education, can consciously cultivate in the teaching process and guide students to form the correct professional concept and values, to standardize the behavior of accounting professional market, create a more positive and harmonious social development environment plays an important role. When analyzing the ways to promote the integrated development of ideological and political education and professional education of accounting majors, we can mainly start from the following aspects

4.1 Based on the Characteristics of Accounting Professional Education

Economic development is an important basis for promoting the overall social development, Professional knowledge of accounting involves market development, financial risk, enterprise decision-making and other aspects, The setting of accounting professional courses in colleges and universities, According to the current economic development of enterprises for accounting talents, On the basis of cultivating students' basic accounting knowledge, Through ideological and political

education to let students realize the importance of accounting knowledge for professional positions and economic and social development, So that after the students enter the society, With a higher political quality and professional ethics quality, Constantly focus on improving themselves in the post work, To promote the development of financial accounting major with a more standardized work behavior and a positive work attitude, Become a comprehensive accounting talent in the new era background. Based on this requirement, promote the integration of accounting ideological education and professional education, the first need based on the accounting professional course education characteristics, ideological education into professional education content, covering professional education theory, ideological courses and practical courses, let students from the perspective of accounting professional, correct view of accounting professional positive role in promoting social development, to help students to establish a positive and correct values.

Specifically, based on the characteristics of accounting professional education, the first need from the theory of accounting professional courses, in the process of interpretation of accounting professional education content, the single ideological knowledge system into some accounting professional specific events and cases, guide students to enhance their honesty and trustworthiness, service and other aspects of professional consciousness and accomplishment. Secondly, in the ideological and political education courses of accounting majors, the same selected cases of accounting majors to explain the knowledge points of ideological and political courses, so that students can view the ideological and political education content from a more professional perspective, and realize the connection between ideological and political content and students' professional courses and the life practice, so as to improve the effect of ideological and political education. Third, in the practice of accounting professional courses, also need to integrate into the appropriate ideological education knowledge, guide students in the process of participating in professional practice can firm their ideal faith, with more positive learning attitude into the professional course study and practice, for the professional course content of learning.

4.2 Enhance the Proportion of Ideological and Political Education in Professional Education

In the university professional course education teaching work, the purpose of ideological education is not only to cultivate students positive and correct values, more important is to influence students 'ideological cognition to change students' attitude towards professional knowledge learning, and can form a good professional ethics and sense of responsibility, really become a talent can contribute to promote social development. From the perspective of accounting major, students need to have the knowledge content of management, economics, law and audit in their professional learning, and they need to have a more positive learning attitude to truly master various professional knowledge. And accounting personnel in the post practice often involves the important documents and content of enterprise business decisions, which requires the accounting personnel can have good professional ethics and responsibility consciousness, not only to keep confidential in practical work, also need to be able to always keep objective and fair, to standardize the enterprise management and accounting work to contribute their own strength.

To enhance the proportion of ideological and political education in professional education, the main goal is to guide students to form a positive and correct professional ethics and consciousness, and to guide students to develop a good quality of love and dedication and noble personality in the education. In order to increase the proportion of ideological and political education in professional courses, teachers need to integrate the appropriate professional education content with the characteristics of each professional courses. For example, in the teaching of the knowledge points related to the travel expense reimbursement process, the teachers need to guide the students to remember and abide by the accounting standards, and help the students to develop good professional habits in the professional practice courses. Students participate in practical activities and every business in professional practice. In the process of this professional course teaching, teachers also need to pay attention to let students can correctly understand the relationship between economic development and accounting post professional, in some cases to confirm the requirements of economic development of accounting industry, the importance of accounting industry in

economic development, and accounting professional content related socialist core values and ideological knowledge education. In the whole process of education, the teachers need to choose the appropriate teaching methods according to the students' learning characteristics and the teaching characteristics of the accounting major, so that the ideological and political education can play a greater role in guiding the students to form the correct values and professional ethics.

4.3 Improve the Teacher Training and Education Mechanism

The professional curriculum education carried out in colleges and universities can reflect the more obvious professional characteristics. Students themselves lack of basic knowledge for these professional content, and often need to learn from the basic content of each major. In this process, teachers, as the guides of professional curriculum education, play an important role in leading students to carry out the learning activities of professional courses. From the perspective of teachers, in order to promote the combination of accounting and ideological professional political education and professional education courses, it is also necessary to improve the existing teacher training mechanism and education mechanism. On the one hand, need to change the teachers' understanding of ideological education and concept, let teachers can realize the importance of ideological education in professional talent training, on the other hand, also need to improve the teacher education mechanism, to strengthen teachers' professional training, make accounting professional course teachers can fully communicate with ideological education teachers, strengthen teachers' own political theory study, let teachers can gradually master the relevant content of ideological education, to cultivate students' values and professional moral accomplishment in the course education. Colleges and universities in the course of professional curriculum reform and innovation, can optimize the teacher evaluation system and access mechanism, on the basis of understanding the teacher education teaching and scientific research ability level, from the perspective of teachers' own quality and education ability, judge whether teachers can achieve the corresponding standard, let teachers can consciously strengthen in the education teaching for professional knowledge and ideological theory knowledge learning, improve teachers' professional teaching ability.

5. Conclusion

To sum up, the effective integration of ideological and political education and professional education plays an important role in cultivating high-quality accounting talents. In view of the current problems existing in the university accounting professional education, to promote the effective combination of ideological education and professional education, need to grasp on the basis of the characteristics of accounting professional, in the appropriate form of ideological education into professional courses, and to adjust the existing education methods and teaching mode, make ideological education can really play a role in the professional course education, cultivate accounting professionals with higher quality.

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