



The Application of Big Data Analysis in Model of Financial Accounting Talents in Colleges and Universities

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Abstract. In the era of knowledge economy, the biggest challenge to the cultivation of talents in Colleges and universities is to make knowledge-based and creative talents. The cultivation of modeling talents has become the main body of value creation in Colleges and universities, and then has become the key point that colleges and universities must grasp.

Keyword: Center of gravity · Key points

1 Introduction

Talents have always been valued by all countries in the world, and education is the main means to cultivate talents. Higher education direct. Then we will transport all kinds of senior professionals to the society, promote economic, technological and social development, and enhance international competitiveness. Therefore, in the face of the global new technological revolution and the comprehensive challenges of the new century society, all countries in the world are predicting and studying the future, paying increasing attention to and accelerating the reform of higher education, and putting forward new and higher requirements for the quality of talents. “There can not be a unified, fixed and rigid standard model for the quality of talents in the 21st century. Instead, we should proceed from the actual situation of various countries and vary from time to time and from country to country. We should base on China’s national conditions and proceed from China’s actual situation.

It puts forward the strategic requirements of training and bringing up high-quality creative talents to Chinese education in the new century. With the deepening of the reform of colleges and universities, the living environment of colleges and universities has undergone profound changes, and the competition brought by the market economy has become increasingly fierce [1]. How can colleges and universities win in the market and obtain sustainable development.

2 Journals Reviewed

2.1 Training to Meet the Needs of Society

According to the relevant data of China Journal Network and Beijing Library, the standard of education in the University of science and technology is very important. On

the issue of human standard, many experts in higher education have different answers, some even have different opinions. On the contrary. But we all have a common answer, that is, the goal of education. Almost everyone in Zhunzhong middle school mentioned that it is necessary to cultivate people who can adapt to the needs of society and have “high competence”. As for “high”. Some people say that they should have a high degree, while others say that they should have rich practical experience and a strong sense of responsibility. Most people emphasize the working background of famous companies, but there is still no unified and clear answer however. One thing is common. We all think that creative talents in the new century are the same direction. The result of simple data collection is very surprising. Imagine that there are so many higher education experts, each of them. There is such a big difference in people’s ideas and views. If everyone makes educational policies according to their own ideas. Then we can imagine the quality of talents trained by our colleges and universities. As a result, there is only “high”. Without a clear definition and standard, the requirement of “competency” still can’t help colleges and universities to carry out high-quality training.

2.2 Construction of Victory Characteristic Model

The construction of competency model can solve these puzzles for us. From the research of competency model abroad, in the middle and late 20th century, McLellan of Harvard University. Professor and a series of follow-up research results make people see a new dawn of modern human resource management theory, It provides a brand-new perspective and a more favorable tool for the practice of human resource management in enterprises, namely. This paper makes a comprehensive and systematic study of personnel, and analyzes the competency of comprehensive evaluation from explicit characteristics to implicit characteristics. Law. This method can not only meet the requirements of modern human resource management, but also build a certain post competency. The qualitative model has a clear statement about the competency and the combination structure of a person who should take on a certain job. It can also become an important scale and basis for personnel quality evaluation from explicit to implicit characteristics, so as to provide a reference for personnel quality evaluation [2]. The reasonable allocation of human resources provides a scientific premise. The research on Competency Model in international academic circles started earlier, and began to study and develop since 1980s. And practice the competency model based on business strategy. Armstrong (1991).

3 Analysis on the Current Situation of Talent Cultivation in Colleges and Universities

Colleges and universities are highly concentrated industries of knowledge, technology and capital, and education economy is an important part of state-owned economy. With the development of higher education and the high-speed development of socialist market economy, technology is becoming more and more important. The speed of technology renewal will be faster and faster, and the corresponding is to have high intelligence and high efficiency to adapt to the social development. This is also the only way for colleges

and universities to enter the market and meet the challenges. But it goes with it the current situation of talent cultivation, especially the cultivation of talent competence, is worrying.

3.1 On the Particularity of the Cultivation of Talents' Competence in Colleges and Universities

There are obvious differences between the competency training of university talents and that of enterprise talents. In addition to the knowledge and skills necessary for talent cultivation, especially in the cultivation of personality, creativity and innovation. It has its own special requirements in the cultivation of spirit, practical ability and entrepreneurship.

3.1.1 The Individualized Requirements of the Competence of University Talents

Comrade Jiang Zemin put forward at the third national education working conference: "we must strengthen the national innovation. Ability refers to the height of the rise and fall of the Chinese nation Today's world is developing by leaps and bounds. The era of knowledge economy has come. Looking back on history, every progress in human life is associated with creation and innovation. Together, the history of mankind is a history of constant innovation. Innovation is the main line of social development. It is also the soul of today's era of knowledge economy, in which the favorable personality development of college students is to cultivate students' comprehensive ability. The premise of quality is always accompanied by innovation. It can be seen that "strengthening the good personality of college students".

Exhibition is an important part of cultivating innovative spirit and strengthening quality education. "①In the era of knowledge economy, innovation has become the decisive factor of social development. And innovation ability comes from personality development. In the era of knowledge economy, people's innovative spirit and creative ability are required more strongly [3]. Zhang of human personality. Yang said that the generalization of human creativity will be the requirement of the innovation of the times. Psychological research and the research on gifted children in different countries.

3.1.2 The Practice of Training Children

The practice of training young children has proved that the spirit of innovation is the most important, dynamic and effective quality of human beings. It is also a part of human heredity. It is a common and universal thing for human beings. Maslow once pointed out that creativity is "possessed by any child and lost by most people when they grow up." This shows that the improper education in the day after tomorrow will obliterate the unique and unique personality in nature. He made it popular and lost his creativity. The development of people's creativity is closely related to the development of personality. It includes people's world outlook, philosophy of life, way of life, ethical standards, mode of thinking and so on of course, Personality development here refers to people with sound and good personality. Quality education is to recognize the individual.

On the basis of differences, encourage the development of personality. Personality cultivation is the need to develop one's own potential and create a better future. Therefore, the purpose of personality cultivation is to help every teenager find their own potential life in the future. Living on the road to fully show the growth point of talent. The person with strong innovation ability must get good personality development. Without the development of personality, it is impossible to form and realize their creative ability.

3.2 Country's Educational Circles have Ignored the Cultivation

Personality, and even avoided talking about personality, which is fundamentally against the law of talent growth and education. Comprehensive development and personality development are inseparable. Quality education is just the right way. On the basis of recognizing individual differences, we should encourage the development of personality and cultivate students' good personality. That's what we need. Classroom teaching changes the previous indoctrination education method, induces students to think independently at any time, and encourages students to speak boldly. Timely put forward their own opinions and views. At the same time, in order to make students form creative thinking in the process of education. The school and the teacher must give the students a free environment and avoid repressing fantasy and forcing compliance can. In other words, only when people's subjective consciousness, independent personality and personality are fully developed, can they be more consciously and fully developed. Improve the comprehensive quality of the individual, increase and play their creative ability.

4 The Cultivation of Creativity and Innovative Spirit of Talents in Colleges and Universities

4.1 The Talents Cultivated in Higher Education Should be Creative Senior Professionals. The High School of the People's Republic of China

According to Article 5 of the equal education law, "the task of higher education is to cultivate high-quality talents with innovative spirit and practical ability. We should develop science, technology and culture and promote socialist modernization The 21st century is a century in which the knowledge economy with modern science and technology as the core gradually takes the leading position." The essence of knowledge economy is creation. New. With the rapid development of science and technology, the cycle of scientific and technological achievements transforming into productive forces and the life cycle of products and commodities. The cycle is getting shorter and shorter. Innovation has become the most important activity of human beings and the basic driving force of survival and development. create. New advantages can make up for the disadvantages in resources and capital. As shown in Fig. 1. If we accelerate innovation, we can take the initiative in market competition. Right. Therefore, cultivating creative talents should be the basic task of education, especially in higher education. "In the era of knowledge economy, science and technology advance by leaps and bounds, the speed of knowledge renewal and the process of high-tech industrialization. Increasingly, knowledge economy is a new economic form based on the latest technology and the essence of human knowledge. It's just beginning. In this era, the country's innovation ability includes knowledge innovation ability and technological innovation ability.

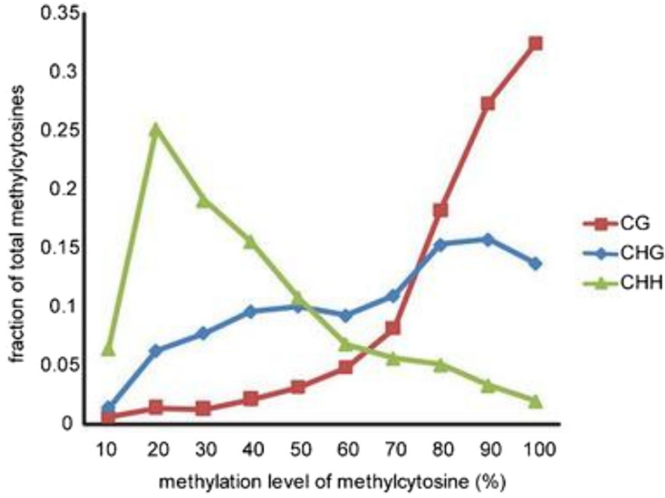


Fig. 1. Main trend of innovative talent training

4.2 The Key to the Future of the Family and the Rise and Fall of the Nation

As one of the main bodies of the national innovation system, colleges and universities bear the responsibility of knowing. At the same time, it shoulders the responsibility of cultivating creative talents. Building knowledge oriented economy. The national innovation system in the economic era requires colleges and universities to cultivate a large team of high-quality talents. The development of College Students' creativity resources is the basis of the sustainable development of rejuvenating the country through science and education. Therefore, it is necessary to cultivate and develop universities. Students' creativity has great practical significance and far-reaching influence.

$$f(y|\theta) = \sum_{k=1}^K \pi_k \phi(y|\theta_k) \tag{1}$$

$$Q(\theta, \theta^{(i)}) = E_z[\log f(y, z|\theta)|y] \tag{2}$$

5 Analysis on the Characteristics of College Students' Creativity

Creativity and the ability to express in a more general way. The ability to solve problems, acquire knowledge and create fantasy. Creativity can't be simply classified into a certain category. A kind of ability, creativity is composed of many kinds of abilities, is a kind of comprehensive ability. Huang Xiting and others believe that the cultivation of College Students' creativity involves six factors: first, a strong sense of well-being. The second is the uniqueness and novelty of Association; the third is the independence of individuals; the fourth is the independence of knowledge. Five is not afraid to make mistakes; six is correct values. They use the sixteen personalities of cartel.

5.1 The Results Show that the Personality Characteristics of College Students' Inventors are the Main Factors

Bias: one is high sensitivity, which is sensitive, emotional, usually soft hearted, easily moved and more feminine, Love art, indulge in fantasy, in collective activities, their unrealistic views and behavior often reduce the set. Secondly, they are not happy with others. They are silent, lonely and indifferent. They prefer to work alone, and they are not happy with things. Third, they are highly independent, which shows that they are independent and decisive [4]. They often make their own decisions and complete their own work plans on their own. They do not rely on others, are not subject to the constraints of public opinion, do not dislike others, and do not need the favor of others; The fourth is high self-discipline, which shows that they know themselves and the other, and they are strict in self-discipline. They usually have the same words and deeds, can reasonably control their own feelings and actions, and can always maintain their self-esteem and win the respect of others.”

5.2 College Students are in the Period of Study, They Can Not Be Asked to Make Earth Shaking Creation

Although the creative activities of college students have also produced new and meaningful products, their creative activities are not so good. Most of things in human history are not the first creation, but in terms of personal history, they have the significance of creation. Therefore, the creativity of college students, on the one hand, has the general characteristics of human creativity; on the other hand, due to the particularity of the environment, the creativity of college students has its particularity.

The establishment of the competency model of talent cultivation in Colleges and universities provides a broader perspective and new direction for talent cultivation in Colleges and universities. Technology plays a fundamental and guiding role in personnel training activities, thus promoting personnel training.

6 Concluding Remarks

The development of theory and practice is the new starting point of modern higher education personnel training. Guiding college students to carry out career planning and helping them to realize career development is the core of modern human resources. It is a basic concept of development. It is also a basic requirement of humanistic management in Colleges and universities. The essence of humanistic management is that university organizations should view their own goals and objectives from a systematic point of view. We should respect and balance the interests of all stakeholders, and lead and motivate them in a humanized and personalized way. Encourage college students to promote the realization of their reasonable wishes and dreams as the starting point of management, in respect, truth. In the environment of honesty, trust and support, the common development of colleges and universities and college students can be realized, so that college students can have a better understanding of their future.

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