

## Study on the Innovation Ability Construction of University Financing Team

Liang Fei<sup>1</sup>

<sup>1</sup>Nanjing University of Aeronautics and Astronautics, Nanjing 210016, China

<sup>a</sup>LF0811@nuaa.edu.cn

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**Abstract.** With the rapid development of the domestic economy, college education resources between the increasingly fierce competition, colleges and universities for the sake of development is bound to increase the investment funds for education facilities, under the new situation, the author tries to from the change of the financial environment of analysis of financial environment changes to the financial work of colleges and universities bring practical problems, and puts forward the measures to strengthen the financial capacity of colleges and universities.

### 1. Introduction

University financial management refers to the university financial departments according to the goal of the development of school take to achieve the overall use of funds, to enhance efficiency in the use of funds, to open up new financing channels to reduce financial risk for the target of a series of measures or solutions. In Europe and the United States economy into a quagmire, China as the focus of world economy under the new situation, domestic education education resources, competition will become more intense, Jyu and Cheng Siwei, who want to seek development in the fierce competition, universities must increase investment on education facilities, the development goal of the foundation. In caused by the development of the huge demand for funds under pressure, according to straighten out the management system of colleges and universities, colleges and universities to stimulate the paraphernalia, enrichment, financial viability, improve capital planning ability, strengthen the capital efficiency in the use of enhanced financial measures are implemented with the realistic necessity.

### 2. Change of the education system

Change of the education system reform and the expanding enrollment of University Students. On March 2, 2010, Ministry of Education held the third press conference, emphasized the importance of the education system of colleges and universities in the future direction of reform, namely the construction of a modern university system with Chinese characteristics, adhering to and perfecting

responsibility system under the leadership of the Party committee president, implement and expand the autonomy of higher education, explore the establishment of the board of directors or the board of governors, promote research with the combination. At the same time, press conference also mentioned, enrollment in Colleges and universities in the future will from the current 29 million increased to 35.5 million, the expansion of university enrollment will inevitably require increased investment in infrastructure and teaching resources, due to the countries of university funding support Co., solve the funding investment growth also rely on Colleges and universities themselves broaden sources of income and reduce expenditure, which on the financial ability of the proposed higher requirements. How to use limited resources and open up new sources of income, to ensure that the development of colleges and universities, has become the focus at present and in the future the financial work.

A substantial increase in the expenditure of universities and the diversification of financing channels. With continuous expansion of enrollments in Colleges and universities around, a substantial increase in the infrastructure investment and the funds for running the school. According to the website of the Ministry of Education issued the "2008 national educational expenditure execution statistics bulletin". As of 2008, with a total investment of national higher education funding for 3235.89 billion yuan, than in 2007 increased 24.61%. At the same time, funding for university education has formed a multi-channel financing of the basic pattern. Most of the higher education funding is still based on three aspects of financial allocation, fee income, bank credit based, technology development, consulting services, school run industries and investment supplement. Among them, the bank school cooperation as the focus of financing in recent years, the majority of colleges and universities through bank financing loans to ease the financial pressure, but also brought financial difficulties and risks.

### **3. Change of financial environment brings to the university financial management work** **Practical problems**

university financial management system is not perfect, can not keep up the pace of development of the school. The management system of colleges and universities highlighted the problem is its lag, not timely according to the change of internal and external situation of development for effective self adjustment. For example, due to not enough attention to the leadership or inter departmental communication with the shortage and other reasons, the part of the financial system becomes a mere formality, the binding of various departments of the school is not strong; financial work in the absence of effective performance evaluation mechanism can fully mobilize the enthusiasm of

teaching and administrative staff; financial machine structure unreasonable, post duplication and jobs in different between workload imbalance, and so on. These realistic problems in college financial management process will lead to the poor, difficult to achieve the "top down" effect, work efficiency and quality is not satisfactory<sup>[2]</sup>.

budget management is not perfect, can not adapt to the reform of treasury centralized paying system. budgeting thoughts not pay enough attention to the execution, tend to take the form of. For a long time, colleges and universities of budget management is not very strict, and the Treasury Centralized Payment System of propaganda, to learn enough, resulting in part of the budget reporting procedures are not clear, the compilation of the budget data lack scientific authentication system, which makes the financial management in Colleges and universities still simple stay in the management level of reimbursement.

#### **4. Enhance the ability of financial measures**

To do the financial work, improve financial management capacity building, the author holds that the following measures:

##### **4.1 straighten out the financial management system of colleges and universities is the premise of strengthening the financial work ability.**

Reform and adjustment of school financial management institutions, highlighting the role of management accounting analysis, decision-making, the establishment of performance evaluation system.

In the face of the competition trend of internationalization proposed to the financial capacity of the new requirements, the transformation of light management, accounting inherent in the concept, the financial management of colleges and universities post adjustment for financial position and position in management accounting, financial positions responsible for daily business operation and accounting, the management would meter position is responsible for the data of finishing, analyses, and for school leaders and the leaders offer advice, report, each job duties, division of labor cooperation. According to the financial position and management accounting is divided into job characteristics, combined with the actual school, then under the various departments and positions, improve and develop the Department of each job duties, make the work efficiency and benefit, duty and job is on the one hand, the financial position to regulate the daily financial behavior, to do the service job security, financial work everything in good order and well arranged, at the same time, due

to the financial and managerial personnel will be divided into financial, can put a lot of effort into financial positions corresponding to the daily business, make the accounting information more accurately; on the other hand, management accounting positions will better play its analysis, forecasting, decision-making, evaluation role, provide scientific feasible decision-making basis and reference for the school of economic activities.

#### **4.2 Actively explore new financing channels, weaken the financial risk,**

To expand financing channels in various ways, to ease the financial risks brought about by excessive credit. In addition to the normal financial appropriation and tuition income, bank credit, in the technology investment, advisory services, training courses, school run industries seek new financing channels, for example, local enterprises to seek cooperation, taking advantage of the characteristics of university professional advantage, provide technical support and consulting services, fixed service fees. Of course, the proceeds of the financing income must be unified management by the school financial management department in order to promote the rational and effective use of funds. Also in logistics facilities construction of colleges, teaching equipment, financial leasing has become new choice of higher education fund raising, because before the higher school accounting system "did not do in detail, can only be combined with the relevant provisions of the accounting standards for Enterprises No. 21 - leases in the flexible use and reasonable innovation.

Establish the risk financing conception, eradicate loan of digital measurement of each should be interest, reasonable arrangement of owing on the loan amount and duration of, prevent financial cash flow chain scission occurs, the establishment of college financial early warning system, strengthen credit risk prediction and analysis, such as the need for new loans, they have a specific analysis to measure if the solvency exceed the, meets the early-warning system of the credit line, and provide detailed report for leadership decision-making.

#### **4.3 Improve the accuracy of the budget, strengthen the budget management, improve the efficiency of the use of funds.**

Establish a scientific budget quota and index system, detailed budget preparation of the various links. To gradually make the financial capital to pay the project is based on the detailed budget preparation, scientific arrangements for the annual expenditures for the Treasury to pay the smooth implementation of the guarantee. In the preparation method, and gradually change the original "base + growth" preparation method for "zero base budget", make full use of limited education funds, priority arrangement of key teaching, research projects and other tasks <sup>[3]</sup>.

Enhances budget execution rigidity. Led by the school in charge of financial leadership to form a budget audit team, the members of the financial sector leaders and the relevant departments responsible person. Supervision departments of various sector strictly according to the budget of the business activities, carry out economic activities around the department budget, the integrated information systems of school finance timely supervision and feedback on the implementation of the budget, the timely and appropriate to take the necessary control measures. If there is a need to increase the budget of the Department, the need to go through a scientific and reasonable argument, and in writing to submit the budget review panel to discuss whether the. After the implementation of the budget assessment, as the Department's performance appraisal basis, failed to strictly implement the budget, resulting in more than or not to complete the budget targets, to cut a certain proportion of the department budget for the next year.

#### **4.4 One of the important factors of financial management in Colleges and universities is "human resources". Human resources is particularly important for the financial management of colleges and universities,.**

To determine the financial management objectives of each stage, through the development of performance appraisal system to encourage employees to play a positive and creative. In the daily financial management to develop each phase of the need to complete the financial management objectives, the goal is to be decomposed into each department, to complete a good office to give a certain reward, the completion of ineffective departments to give a certain punishment. Also to coordinate with HR department, draw up the performance appraisal system, "work", let go promoted the professional ability is outstanding personnel, from material and job promotion fully mobilize the enthusiasm of the staff and workers.

Determine the department culture, to create a learning oriented financial team. First, the establishment of standardized learning and training system, improve the overall quality of workers and work ability. In addition to encourage financial staff self-study outside, also developed step by step and in a planned study plan and system from the aspects of ideology, professional ethics and business ability training and according to the new policy changes timely adjustment of learning content. Secondly, the promotion of innovation in the daily management of financial management, and vigorously improve the efficiency of work. At work, guides the staff from the details of the work to begin, to encourage innovation in each specific aspects of the work, for example, financial reimbursement link, the reimbursement of common knowledge, reimbursement procedures issued volumes, thereby reducing the error of reimbursement of personnel, improve work efficiency.

#### 4.5 Establish and gradually improve the financial information system, to achieve financial management of modern information.

Actively seek bank, enterprise funds support, the purchase of the campus network, financial network as the main body of the dedicated server and client machines and other related equipment, covering the campus of terminal line laying, which provides a hardware foundation for the construction of financial information.

Collaborative personnel, students, logistics and other departments, utilization of natural resources in schools, independent research and development comprehensive financial information system, student fees management system integration, and the original financial reimbursement system, campus "one card" system together constitute the main university information system and comprehensive financial information system including financial data query, information release, online reimbursement, tax declaration, student fees management and other functions. Information sharing, equipped with a special financial data query server and integrated information system, the campus "one card" system interconnection, some financial data can be by financial network updates to query the server, not only to achieve public financial information sharing, and can ensure the security of the financial data. (as shown below)

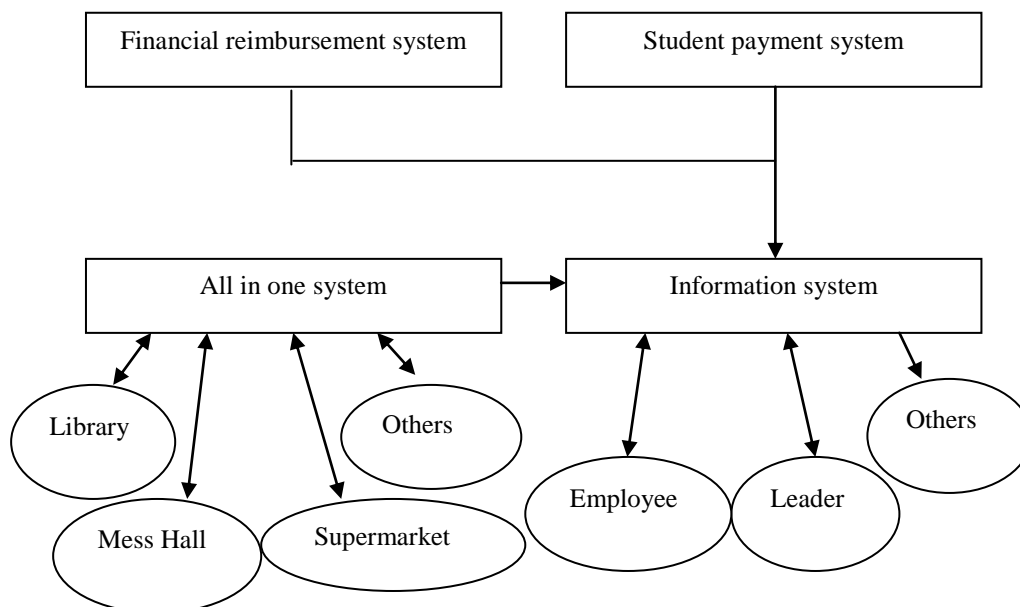


Fig1.College of information system outline structure diagram

Attaching importance to the construction of financial information network security problem, from the hardware such as firewalls, server maintenance, software such as antivirus software, password

control and start, equipped with special management, to ensure the safe and stable operation of the financial data and information system.

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