Exploration and Practice of AI Teaching Mode for Financial Management Course Based on Xuexitong

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Abstract: *Driven by the digital wave, artificial intelligence technology is integrating into the field of education at an unprecedented speed and depth, bringing unprecedented opportunities for the innovation of teaching models. As a discipline that combines practicality and applicability, Financial Management shoulders the responsibility of providing high-quality financial management talents with solid theoretical foundations and excellent practical skills to society. However, traditional teaching methods have many shortcomings in stimulating students' learning enthusiasm and meeting their personalized learning needs. Therefore, exploring how to effectively integrate AI technology into the teaching of financial management courses is not only an important issue faced by educators, but also a key factor in promoting financial management education to keep pace with the times and adapt to the needs of social development. This article aims to explore the application strategies of AI technology in the teaching of financial management courses, as well as its positive impact on students' learning interest and ability improvement, providing useful reference and inspiration for the reform of financial management course teaching in universities.*

Keywords: Xuexitong, Financial management, AI.

1. Introduction

With the rapid development of information technology, the digital age has arrived, profoundly changing people's lifestyles, work patterns, and study habits. In the field of education, the widespread application of digital technology is gradually breaking the temporal and spatial limitations of traditional education, promoting the transformation of education models from traditional teacher centered to student-centered. From the rise of online course platforms to the application of virtual laboratories and intelligent tutoring systems, digital educational methods continue to enrich teaching resources, expand teaching spaces, and provide students with more personalized and diverse learning experiences. As one of the core driving forces of the digital age, artificial intelligence technology has injected new vitality into the intelligent development of education with its powerful data processing ability, intelligent analysis ability, and self-learning ability. It can accurately analyze students' learning needs and characteristics based on their learning behavior and data, providing personalized learning path planning, learning content recommendations, and real-time learning feedback, greatly improving the pertinence and effectiveness of teaching.

The importance of "Financial Management" as a core course for economic management majors in universities is self-evident. This course not only covers rich theoretical knowledge of financial management, such as financial analysis, investment decision-making, financing management, working capital management, etc., but also emphasizes students' ability to apply these knowledge in practical corporate financial activities. With the acceleration of global economic integration and the increasingly complex financial market environment, enterprises have higher requirements for financial management talents. They not only need to possess solid professional knowledge, but also need to have keen market insight, data analysis ability, and innovative thinking ability to cope with various complex financial problems and

decision-making challenges. However, in traditional teaching of Financial Management courses, there are often some limitations that are difficult to overcome. On the one hand, the teaching content is relatively fixed, with textbooks as the main focus, making it difficult to reflect the latest practical achievements and theoretical developments in the field of financial management in a timely manner, resulting in a certain disconnect between the knowledge learned by students and their actual work needs. On the other hand, the teaching methods are relatively single, mainly relying on teacher lectures, with students passively receiving knowledge and insufficient classroom interaction, making it difficult to fully mobilize students' learning enthusiasm and initiative. In addition, due to individual differences in learning foundation, learning ability, learning style, etc., traditional teaching models are difficult to meet the personalized learning needs of all students. Some students may encounter difficulties in the learning process, which may affect their learning effectiveness and confidence. In this context, how to break free from the constraints of traditional teaching models and use advanced technological means to improve the teaching quality and learning effectiveness of the course "Financial Management" has become an urgent problem to be solved.

The emergence of artificial intelligence technology provides new ideas and methods for solving the above problems. The application of AI technology in the field of education has achieved many successful cases, such as intelligent educational robots, adaptive learning systems, etc. These applications fully demonstrate the enormous potential of AI technology in improving teaching efficiency, optimizing teaching processes, and meeting personalized learning needs. Integrating AI technology into the teaching of the course "Financial Management" can not only enrich teaching methods, make teaching content more vivid, visual, and practical, but also provide accurate teaching decision support for teachers through intelligent analysis of students' learning data, help teachers better understand students' learning situations, adjust teaching strategies, and achieve

personalized teaching. At the same time, AI technology can also provide personalized learning resources and paths for students, stimulate their interest in learning, cultivate their self-learning ability and innovative thinking ability, and better adapt to the complexity and variability of future financial management work. Therefore, in-depth research and exploration of the application of AI technology in the teaching of "Financial Management" course have important practical and long-term strategic significance for promoting the reform of financial management course teaching, improving the quality of talent cultivation, and meeting the demand of society for high-quality financial management talents.

2. The Functional Characteristics of Xuexitong and Its Advantages in Financial Management Teaching

Xuexitong is an online teaching platform that integrates multiple functions. It has a rich library of teaching resources, convenient interactive communication tools, flexible learning task settings, and powerful data analysis capabilities. In the teaching of the course "Financial Management", Xuexitong can provide an efficient, convenient, and personalized learning environment for teachers and students, with the following advantages:

(1) Abundant resources to meet diverse learning needs: The Xuexitong has a massive collection of financial management related teaching resources, including textbooks, courseware, videos, cases, etc. Teachers can filter and integrate them according to teaching progress and students' actual situations, providing students with a rich variety of learning materials.

(2) Strong interactivity, promoting communication and collaboration between teachers and students: Through the functions of attendance, voting, questionnaires, discussions, and personnel selection in the Xuexitong, teachers can real-time understand students' learning status and participation, and provide timely feedback and guidance; Students can also communicate and interact with each other on the platform, share their learning experiences and insights, and create a good learning atmosphere.

(3) Personalized learning, adapting to different levels of students: Xuexitong supports teachers to set different learning tasks and schedules based on individual differences of students, meeting the learning needs of students at different levels. Meanwhile, its data analysis function can help teachers understand students' learning situation and provide a basis for personalized teaching.

Its core teaching functions are as follows:

Table 1: Functions and Applications of the Xuexitong Teaching Module

Module Name	Function Description	Application in "Financial Management" Course
Teaching Space	Course creation and management, application management	Create courses, upload materials, videos, and cases; manage course resources
Assignment Management	Publish, view, and evaluate assignments, track responses	Publish financial management assignments, grade, track student responses
Exam Management	Create and manage exams, set exam parameters	Organize online quizzes and exams, set exam parameters
Course Material Management	Add and manage course materials	Upload financial management literature, industry reports, etc.
Discussion, Doubt, and Notification	Initiate discussions, send notifications	Start discussions on hot topics in financial management, send course notifications
Statistics	Statistics on course and student learning	Analyze student learning data, provide personalized guidance
Group Interaction	Create groups, conduct group discussions	Organize group projects and discussions, develop teamwork skills
Personal Collection	Collect courses and materials	Students collect courses and important materials for review

3. The Application Strategy of Xuexitong in the Teaching of Financial Management Course

3.1 Pre Class Preparation Stage

1) Release preview tasks and learning materials: Teachers can pre release preview tasks related to classroom teaching content on the Xuexitong, including reading designated chapters of textbooks, watching teaching videos, reading cases, etc., and upload corresponding learning materials such as PPT courseware, case analysis reports, etc. For example, before explaining the chapter on "time value of money", teachers can upload relevant teaching videos and cases to give students a preliminary understanding of the concept.

2) Using AI tools to assist in previewing: It is recommended that students use some AI assisted learning tools, such as Tongyi, to help students organize the knowledge points of previewing content, generate mind maps, and improve previewing efficiency. Students can use these tools to organize and summarize preview materials, deepening their understanding and memory of knowledge.

3) Carry out preview feedback and interaction: After completing preview tasks, students submit preview reports or reflections on the Xuexitong. Teachers can prepare for classroom teaching by checking students' preview status, timely understanding their mastery of knowledge and any questions they may have. At the same time, teachers can post questions related to preview content on the platform, guide students to discuss and communicate, and stimulate their learning interest and thinking ability.

3.2 Classroom Teaching Stage

1) Check in and classroom interaction: Before class, initiate check-in through the Xuexitong to ensure students attend classes on time. In the classroom teaching process, interactive teaching is carried out using functions such as voting, questionnaires, and discussions. For example, when explaining "investment decisions", teachers can post a vote about investment projects, allowing students to choose their own feasible investment plan and explain the reasons. Through this approach, student participation and classroom activity can be increased, and teachers can adjust teaching content and methods in a timely manner based on student feedback.

2) Case teaching and group discussion: Based on the characteristics of financial management courses, teachers can

publish some practical cases on the Xuexitong to organize students for group discussions and analysis. Students work in groups to discuss and exchange ideas on the platform, jointly exploring the problems and solutions in the case. Teachers conduct inspections and guidance during group discussions, guiding students to think about problems from different perspectives and cultivating their teamwork and practical problem-solving abilities.

3) Real time Q&A and tutoring: When students encounter problems during classroom learning, they can ask teachers questions through the Xuexitong, and teachers can provide real-time Q&A and tutoring. This real-time interactive communication method can promptly solve students' learning difficulties and improve their learning effectiveness.

3.3 Post Class Review and Expansion Stage

1) Assign homework and quizzes: Teachers assign corresponding homework and quizzes on the Xuexitong based on classroom teaching content, including multiple-choice questions, fill in the blank questions, short answer questions, case analysis questions, etc. Through homework and quizzes, teachers can understand students' mastery of knowledge, promptly identify students' problems, and provide targeted guidance.

2) Using AI tools for review and consolidation: Students can use AI tools to review and consolidate the knowledge learned in class. For example, by using tools such as Tongyi to review and summarize knowledge points, personalized review materials can be generated. At the same time, students can also use these tools for simulation exercises and self assessments to test their learning outcomes.

3) Expanding learning resources and self-directed learning: The Xuexitong provides students with a wealth of expanded learning resources, including academic papers, industry reports, financial news, and more. Teachers can guide students to pay attention to these resources, broaden their knowledge, and cultivate their ability for self-directed learning. For example, teachers can recommend students to read academic papers on cutting-edge theories of financial management, or pay attention to industry trends and case studies published by well-known domestic financial media, so that students can understand the application and development trends of financial management in practical work.

4) Display and evaluation of learning outcomes: Students can upload their learning outcomes, such as course papers, project reports, case studies, etc., through the Xuexitong. Teachers can organize students to conduct online peer evaluations, allowing them to learn and learn from others while evaluating them. At the same time, teachers can also evaluate and summarize students' achievements, providing personalized feedback and suggestions. Through this approach, not only can students' learning enthusiasm and initiative be improved, but their critical thinking and innovation abilities can also be cultivated.

4. Application Effect Analysis

4.1 Enhancing Students' Interest in Learning

Through the diverse teaching resources and interactive features of the Xuexitong, students' interest in learning has been significantly enhanced. For example, in classroom interactive activities, student participation has increased from the traditional 30% -40% to 70% -80%, and the number of times students actively speak and ask questions has significantly increased. At the same time, the use of AI tools to assist learning has also stimulated students' enthusiasm for financial management courses. The time and frequency of self-directed learning after class have increased. According to students' usage records of the Xuexitong, the average weekly self-directed learning time has increased from 3 hours to 5 hours, and the self-directed learning frequency has increased from 2 times a week to 4 times a week.

4.2 Enhancement of Students' Learning Ability

1) Improvement in knowledge mastery: Through the analysis of homework and test data on the Xuexitong, students have significantly improved their mastery of financial management course knowledge. For example, in the test of the "Financial Statement Analysis" chapter, the average score of students has increased from the traditional 70 points to over 80 points, and their understanding and application ability of financial ratio calculation and analysis have been enhanced.

2) Cultivation of practical ability: Through case teaching and group discussions, students' practical ability and teamwork ability have been exercised. In the course project, students are able to apply their learned financial management knowledge to conduct in-depth analysis of actual enterprise cases and propose reasonable suggestions and solutions. For example, in a project about corporate financing decisions, students successfully completed the design and evaluation of financing plans through group collaboration, demonstrating good practical skills and teamwork spirit.

3) Improvement of self-directed learning ability: The Xuexitong provides students with rich self-directed learning resources and tools, allowing them to engage in self-directed learning according to their own learning progress and needs. Through a period of practice, students' self-learning ability has significantly improved, enabling them to actively search for and learn relevant knowledge, and broaden their knowledge base.

4.3 Improvement of Teacher Teaching Effectiveness

1) Improvement of teaching efficiency: The convenience and efficiency of the Xuexitong enable teachers to carry out teaching activities more efficiently. For example, teachers can quickly release teaching tasks, assign homework and quizzes, and promptly obtain feedback from students, saving a lot of time and energy. At the same time, through the platform's data analysis function, teachers can have a more comprehensive understanding of students' learning situation, providing a basis for teaching decisions.

2) Innovation in teaching methods: With the help of the Xuexitong, teachers can more flexibly apply various teaching methods, such as case teaching, group discussions, project driven, etc., enriching teaching methods and forms. This diversified teaching method not only enhances students'

interest and participation in learning, but also promotes the improvement of teachers' teaching abilities.

5. Conclusion and Prospect

By applying the Xuexitong and combining AI technology in the course of Financial Management, the teaching effectiveness has been significantly improved. Students' interest in the course has increased, their learning ability has been enhanced, and teachers' teaching efficiency and quality have also been improved. However, in the actual application process, there are also some problems and challenges, such as some students not being proficient enough in using AI tools, and the stability of platform functions needs to be further improved. In future research, teaching strategies will be further optimized, training on the use of AI tools for students will be strengthened, and attention will be paid to the functional updates and optimizations of the Xuexitong to better leverage its role in financial management course teaching. In addition, we will explore the application of more AI technologies in financial management teaching, such as intelligent tutoring, personalized learning path recommendation, etc., to provide students with a better and more efficient learning experience, and promote the continuous improvement and development of financial management course teaching.

In short, with the continuous development of artificial intelligence technology and the deep integration of the education field, the application prospects of AI software in financial management course teaching are broad. Through active exploration and practice, we believe that it can provide stronger support and guarantee for cultivating high-quality financial management talents.

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