жыцце. Аднак па прычыне недастатковага фінансавання і слабай матэрыяльна-тэхнічнай базы школ політэхнічнае навучанне ў сярэдзіне 1960-х гг. было спынена.

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ИССЛЕДОВАНИЕ ПО ОПТИМИЗАЦИИ МЕТОДИКИ ОБУЧЕНИЯ АНАЛИЗУ ФИНАНСОВЫХ ДАННЫХ В ПРОЦЕССЕ ПОДГОТОВКИ БУДУЩИХ ЭКОНОМИСТОВ

Резюме. В последние годы многие колледжи и университеты открыли курсы по интеллектуальному анализу финансовых данных, целью которых является помочь студентам-финансистам эффективно обрабатывать финансовые данные с помощью компьютерных технологий. Вместе с тем, в методике преподавания данного курса все еще имеются отдельные недостатки. В данной статье рассматривается реально используемая методика обучения, в которой предложены меры по оптимизации процесса обучения.

Ключевые слова: анализ финансовых данных, методика обучения, оптимизация процесса обучения.

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RESEARCH ON OPTIMIZATION OF TEACHING SCHEME OF FINANCIAL DATA MINING COURSE FOR FINANCE MAJOR

Abstract. *In recent years, many colleges and universities have set up financial data mining courses, aiming at helping financial students to process financial data efficiently with computer technology. As the course has not been opened for a long time, there are still many deficiencies in the teaching scheme of the course. This paper takes the actual class teaching as an example, carries on the optimization research to the adopted teaching scheme, and puts forward the targeted optimization measures.*

Keywords: *Financial data, Data mining, Teaching scheme, Optimization study.*

Introduction. The development of global artificial intelligence is very rapid. This article will delve into the potential impact of «Open AI» on China's transformation and development.

Data mining refers to the process of searching effective information hidden in a large number of data by algorithms. Many colleges and universities also set up financial data mining courses, but from the current teaching effect, there are still many defects in the current teaching program, which needs to be continuously optimized and improved in combination with teaching practice to achieve better teaching effects.

Research Content and Methods. *Main content of the study.*1. The present situation of undergraduate teaching program of financial data mining course and the deficiency of teaching effect; 2. The main factors affecting the teaching effect in the teaching scheme are analyzed, and then the teaching scheme is optimized; 3. Based on the main factors that affect the teaching effect, the optimization measures of the existing teaching scheme are put forward.

Research methods. The paper uses literature research method and case analysis method. The research framework are shown below:
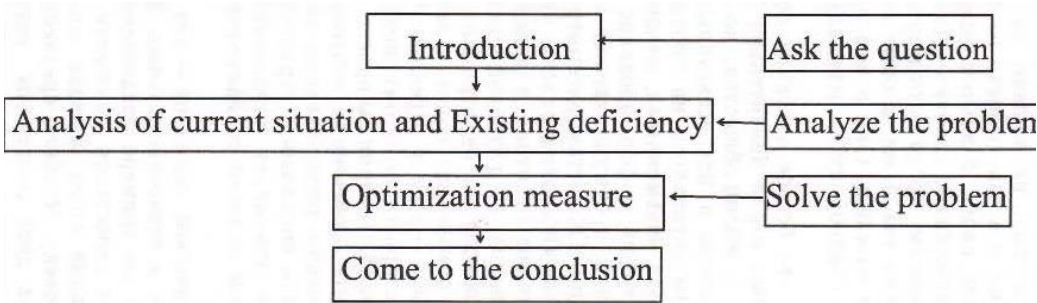

Figure 1. Research framework

*Current situation and shortcomings of teaching scheme of financial data mining course.*1 Current situation of teaching scheme of financial data mining

course. Take Class A of the third grade of the undergraduate finance major in an ordinary university as an example, there are 41 students in this class. The course material is Python Financial Data Mining (Higher Education Press). The course starts for 16 weeks, with 4 class hours per week, 2 class hours for theoretical lessons and 2 class hours for computer practical operation.

The teaching plan of this course is as follows: 1. the theory that students need to master is divided into two parts: basic knowledge and algorithm. The content of basic knowledge is: Python financial data mining basics, Python basic knowledge, calculation and data analysis package and Python text mining. The algorithm includes: association rule algorithm, decision tree classification algorithm and K-nearest neighbor classification algorithm. 2. The teacher provides one case for students to practice every week. 3. The classroom in traction form is random questions.

The results of the final examination of 41 students in class A are as follows: the results of the final examination basically conform to the normal distribution, but the number of students in the 80-95 scores is small, and the number of students in the 60-69 scores is too large. From the classroom situation, the students' practical level of computer operation is poor.

Problems with the current teaching scheme. 1. Python related knowledge is difficult and does not match the computer foundation of finance majors; 2. There are many knowledge points related to the algorithm, and the learning focus is not prominent, which is difficult for students to master; 3. Computer practical operation material is less, students can not combine theory with practical operation; 4. The classroom interaction developed by the current teaching program cannot stimulate students' interest in learning.

Analysis of factors affecting teaching effect in teaching program. Defects in the difficulty of Python knowledge points: The Python teaching content selected is numerous and difficult, which does not match the basis of computer knowledge of finance majors. Defects of the course content design of the algorithm: the teaching scheme adopts the way of parallel design of the knowledge points of the algorithm, and the focus is not prominent. Taking the final exam of class A as an example, the correct rate of the key knowledge «decision tree classification algorithm» was low.

Lack of professional cases in computer practical operation: at present, there are few cases in the selected textbooks, and the correlation degree between the cases and the actual work in the financial industry is not high, and the practical operation effect is not good.

Single form of classroom interaction: Financial data mining is an application-oriented course, and the interactive form of classroom questioning cannot stimulate learning interest.

Optimization measures for the current teaching program: (1) Increase the content of Python basic knowledge and the proportion of class hours, and reduce the difficult content in the scientific calculation package and data analysis

package. (2) In the algorithm section, increase the proportion of class hours of association rule algorithm and decision tree classification algorithm, focusing on decision tree classification algorithm. (3) Collect various practical business cases in the current financial industry to solve the problem of insufficient practical operation cases in the textbooks. (4) Let students have class discussion and computer team practice in small groups.

Conclusion. Through the teaching practice of class A of finance major, it is found that the current teaching scheme of financial data mining cannot achieve good teaching effects. Through optimization research, optimization measures are proposed to adjust the difficulty of Python content, highlight the key and difficult points in the algorithm, select current industry cases as practical operation materials and use group mode for classroom interaction.

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ИЗУЧЕНИЕ ВОЗМОЖНОГО ВЛИЯНИЯ «ОТКРЫТОГО ИИ» НА ТРАНСФОРМАЦИЮ И РАЗВИТИЕ ПРОМЫШЛЕННОСТИ КИТАЯ

Резюме. Роль искусственного интеллекта в сфере технологических инноваций становится все более заметной. «Открытый ИИ (искусственный интеллект)» оказывает огромное влияние на мировую экономику. В этой статье будет рассмотрено потенциальное влияние «Открытого ИИ» на трансформацию и развитие промышленности Китая.

Ключевые слова: искусственный интеллект (ИИ), открытый ИИ, трансформация и развитие экономики Китая.

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EXPLORING THE POSSIBLE IMPACT OF «OPEN AI» ON THE TRANSFORMATION AND DEVELOPMENT OF CHINA`S INDUSTRY

Abstract. The role of artificial intelligence in the field of technological innovation has become more and more prominent. «Open AI» has had a huge