Design and Research on the Teaching Reform of Logistics Management Specialty in Colleges and Universities under the Epidemic Situation

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Abstract: The sudden arrival of the epidemic has brought a heavy blow to every one of us. All walks of life in China have been greatly affected. In order to help the country tide over the difficulties, all the Chinese are united in the fight against the epidemic. The results of the anti-epidemic are very effective. During the anti-epidemic period, many industries in China have changed their traditional business mode to adapt to the development under the epidemic environment. This shows strong development force and strong innovation ability of China. Under the epidemic situation, the design and research on the teaching reform of logistics management specialty in colleges and universities in China is an urgent problem for colleges and universities to think about. Therefore, in order to better help colleges and universities to carry out the teaching reform of logistics management specialty during the epidemic period, this article puts forward the teaching reform direction of logistics management specialty in colleges and universities as the practice teaching method. Through the accurate analysis of the current practice and characteristics of logistics management major in colleges and universities, a set of suitable teaching methods for logistics management major in colleges and universities during the epidemic period is formulated. The new plan of learning reform. Through the analysis, it is found that the method proposed in this paper has important practical significance for the design and research of the teaching reform of logistics management specialty in colleges and universities under the epidemic situation.

Keywords: Epidemic Situation; Management Mode; Logistics Management; Teaching Reform

1. Introduction

The rapid development of logistics industry is inseparable from the support of modern logistics professionals, which has been listed as one of 12 kinds of professionals in short supply in China. Logistics management[1–3] in colleges and universities is an important channel for training modern logistics professionals, which has important strategic significance for training persons with modern logistics learning background and promoting the development of China’s logistics industry and national economy. However, the opening time of logistics major in colleges and universities in China is relatively short. In 2001, the Ministry of Education began to approve the establishment of logistics management specialty. By the end of 2006, more than 130 universities have set up logistics major in China. In recent years, there are many problems, such as the lack of logistics training system, the rapid development of logistics courses, and the lack of logistics training. Therefore, according to the characteristics of logistics discipline, it is particularly important to carry out the teaching reform[4–5] and innovation of logistics management specialty.

At present, the training of logistics talents in many colleges and universities is based on applied talents[6–8]. Such
training objectives are in line with the requirements of China’s socialist modernization. Logistics management teaching not only requires students to master the necessary basic theory and professional knowledge, but also requires students to have comprehensive quality and comprehensive professional ability to engage in the practical work of their own specialty. Only in this way can they be competent for the work of production, construction, management and service. The emphasis of applied talents training is practicality and operability, which is also the advantages and characteristics of applied talents training.

This article mainly studies the design and research on the teaching reform of logistics management major in colleges and universities under the epidemic situation. With the outbreak of the epidemic, it has brought great impact on our production and life and the development of all walks of life. With the continuous progress of the anti-epidemic, the results are gradually reflected, but during this period, many industries cannot maintain development and are eliminated, which reflects the importance of an industry to timely respond to emergencies for reform. In order to better help colleges and universities to carry out the teaching reform of logistics management specialty during the epidemic period, this paper puts forward the teaching reform direction of logistics management specialty in colleges and universities as the practice teaching method. Through the accurate analysis of the current practice and characteristics of logistics management major in colleges and universities, a set of teaching reform suitable for logistics management major in colleges and universities during the epidemic period is formulated a new plan for the project. Through the analysis, it is found that the method proposed in this article has important practical significance for the design and research of the teaching reform of logistics management specialty in colleges and universities under the epidemic situation.

2. Design and research on the teaching reform of logistics management specialty in colleges and universities under the epidemic situation

2.1 Practical teaching

Logistics is not only a systematic and operable subject, but also a rapidly developing discipline. From the perspective of logistics operation, modern logistics includes enterprise logistics and social logistics. Enterprise logistics includes material procurement, storage and storage, production and manufacturing, finished product storage, packaging, sorting and loading and other internal logistics. It also includes distribution planning, sending, transportation, publishing and receiving e-commerce purchase and sales information and other external logistics. Social logistics such as the third party logistics, which is specialized in logistics services, includes warehousing, transportation, distribution, warehousing, sub packaging, processing, information release, acceptance and other links, which has obvious practicability.

2.2 Network teaching of logistics management

The professional basic courses and module courses of logistics management specialty should adopt multimedia teaching, and strive to build the network resource platform of core courses, so that network resources can be mobilized at any time in the teaching process. For example, multimedia technology is used to carry out video teaching resources, call directly in various teaching auxiliary plans of network courses, or video content is broadcast in network resources. For example, in the process of explaining relevant courses, physical pictures (automated warehouse, pallet, transportation tools, information equipment, distribution center, etc.) are used, logistics operation video (such as haier logistics system integration video, using supply chain logistics operation feature film, etc.), model mold (bar code, assembly line, etc.) auxiliary electronic teaching plan is explained, so as to achieve intuitive effect, enhance students’ perceptual knowledge, and make classroom teaching content more rich and vivid.

3. Experimental correlation analysis

3.1 Experimental background

Vigorously promoting the development of logistics industry is the need of building an innovative country, which
puts forward higher requirements for the quality and quantity of logistics talents. However, the survey shows that the shortage of logistics talents hinders the development of China’s logistics industry. Therefore, colleges and universities should cultivate more talents for the society. In addition to the relevant professional knowledge and skills, logistics professionals in colleges and universities should also have strong comprehensive quality and innovation ability. At the same time, due to the proposal of “mass entrepreneurship and innovation”, colleges and universities should cultivate a large number of innovative and entrepreneurial talents according to the social needs. In order to further understand the current situation of the cultivation of innovative talents of logistics management major in colleges and universities, and to study the training ways and methods of innovative talents of logistics management specialty, this survey was conducted.

3.2 Experimental design

For undergraduate students, through the form of questionnaire survey, to understand the students’ attitude towards the current logistics management curriculum, teacher arrangement, practice, scientific and technological innovation, and to understand students’ views and opinions on innovation and innovation education. In addition, through interviews with some students, we can understand the problems existing in the training process of innovative talents of logistics management major and their opinions and suggestions. The specific survey results are shown in Table 1.

Table 1. Students’ satisfaction with the current teaching situation

<table>
<thead>
<tr>
<th>Project</th>
<th>Satisfied</th>
<th>Commonly</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers</td>
<td>68.3%</td>
<td>21.7%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Curriculum</td>
<td>64.2%</td>
<td>25.8%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Theoretical curriculum</td>
<td>52.9%</td>
<td>22.1%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Practice curriculum</td>
<td>43.7%</td>
<td>34.2%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Internship arrangement</td>
<td>38.6%</td>
<td>43.2%</td>
<td>18.2%</td>
</tr>
</tbody>
</table>

4. Discussion

4.1 Analysis on the current situation of teaching reform of logistics management specialty in colleges and universities under the epidemic situation

From the current situation of the development of social science and technology and talent training in colleges and universities, there are two major contradictions. The first is that the enterprise itself has difficulties in personnel training, and the enterprise pays attention to the education of colleges and universities in terms of talent demand; the second is that colleges and universities cannot grasp the market demand in personnel training, and the talents cultivated cannot meet the needs of enterprises. Therefore, enterprises cannot find the corresponding talents, and it is difficult for college students to find employment. Therefore, it is necessary to strengthen the understanding and attention of “external quality concept” in colleges and universities, and cultivate innovative talents in line with social needs by improving teaching objectives and education mode. At the same time, it can also solve the employment problem of university graduates.

For the graduates of logistics management major, some students are selected to know their attitudes of the courses in school and individuals through the network questionnaire survey, and understand the knowledge and ability of using the current position. At the same time, some students are interviewed by e-mail and telephone to understand their suggestions for the cultivation of innovative talents in their alma mater. The results of the questionnaire are shown in Figure 1.
As shown in Figure 1, logistics management majors in China have different preferences for the curriculum. Among them, 39.2% of the logistics management majors think that the combination of theoretical and practical courses is the most popular, 23.6% of the students think that the pure theoretical course is more popular, 21.8% of the students think that the pure practice course is more popular, and 15.4% of the students think that the pure practice course is more popular. The practice method is the biggest help to them. According to the students’ preference for the curriculum, most students still like the teaching method of combining theory with practice. This shows that the teaching reform direction of logistics management specialty in our university needs to make efforts in the teaching method of combining theory with practice.

Through understanding the market demand of graduates, the employment situation of enterprises and the quality and ability requirements of post personnel, the school must find out the social trend, the demand for innovative and applied talents of logistics management specialty, and the special requirements for knowledge, and the quality and ability construction of the article, so as to construct the quality standard and framework of innovative applied talents, so as to solve the problem of lack of innovation consciousness and innovation ability of college graduates. The results of the survey are shown in Figure 2, where I represents basic theory, II represents professional content, III represents personal interest, IV represents examination certificate, and V represents personal skills.

As shown in Figure 2, 29.6% of the students majoring in logistics management study independently for examination certificate, 21.8% for personal interest, 20.6% for professional content, 15.4% for personal skills, 12.6% for basic theory, and most students choose examination certificate. It shows that most students still pay more attention to their own practical ability, which is also the rigid requirement for students in today’s era. In order to adapt to the ability needs
of enterprises for students’ logistics management specialty, colleges and universities also need to carry out adaptive innovation on the curriculum reform of logistics management specialty.

4.2 Suggestions on the development of teaching reform of logistics management major in colleges and universities under the epidemic situation

Logistics industry is the pillar industry of national economy, including highway transportation, railway transportation, sea transportation, inland river transportation, air transportation and pipeline transportation. It involves domestic trade, foreign trade, supply and marketing, materials, grain, medicine, resource exploitation, industry, postal service, storage, packaging, information industry and other fields. These industries account for more than 20% of China’s GDP. The development of logistics industry plays an important role in the development of China’s national economy, the development of service industry and the increase of employment. As one of the top ten industries in the government revitalization plan, logistics industry is facing a good opportunity for rapid development. Logistics professionals as one of the 12 types of talent shortage in China, the gap are more than 600,000. However, the shortage of senior logistics personnel above college level has reached 400,000-500,000. In the face of the emerging market demand, logistics talents are very scarce in China; especially the training mode of logistics talents mostly stays in the practice stage.

Compared with developed countries, logistics education in China started late, especially in higher vocational colleges. The training mode of modern logistics talents is still in the stage of practice and discussion. There is a big gap between the research of modern logistics education and the rapid development of modern logistics industry. Logistics enterprises with strong demand for talents generally reflect that most logistics graduates are only suitable for the traditional logistics industry, unable to meet the needs of modern logistics. The supply and demand dislocation of logistics talents cannot be used in the corresponding posts. The students trained by the school are not recognized by enterprises.

China’s logistics personnel training has experienced a more tortuous development process, so far has not formed a relatively complete system, only a few colleges and universities set up logistics professional courses, far from meeting the market demand for logistics talents. This situation is not commensurate with the status of logistics industry in the national economy and the development speed of logistics industry. Similarly, there are not many researches on the training mode of logistics talents, especially in higher vocational colleges. However, due to the early development of foreign logistics industry, the research level of logistics talent training mode is also high.

At present, the research of practical teaching system is more popular. There are many researches on practical teaching system and mode for different education levels and different training objectives, which reflects the reality that logistics major in China, has a short school running time and a rapid expansion of scale, and lacks a systematic theoretical and logical framework in the establishment of practical teaching system. Domestic scholars generally believe that it is necessary and urgent to reform the logistics practice teaching system, and have carried out beneficial exploration in related fields. However, how to build a practical teaching system of logistics management specialty with Chinese characteristics from the needs of logistics management talents and the characteristics of the discipline, in view of the actual problems existing in the current teaching, still needs further research.

The construction of practical teaching system of logistics management specialty is complex system engineering. Due to the short construction time of logistics management specialty in China, there are many problems to be further studied. The college logistics professional Steering Committee of the Ministry of education should organize relevant schools to study the common problems in the construction of logistics management practice teaching system, and put forward guidance opinions. Colleges and universities should reasonably determine the content of practical teaching, coordinate the practical links, and explore the practical teaching system of logistics management specialty with its own characteristics.

5. Conclusions

This article introduces the design and research methods of the teaching reform of logistics management major in
colleges and universities under the epidemic situation. Because of the sudden arrival of the epidemic, it has brought great impact to all walks of life and people’s life. In order to meet the challenges brought by the epidemic situation, many industries have carried out innovative reform on their business development mode, and some industries that cannot adapt to the development of the times can only be eliminated. Therefore, in order to better help colleges and universities to carry out the teaching reform of logistics management specialty during the epidemic period, this paper puts forward the teaching reform direction of logistics management specialty in colleges and universities as the practice teaching method. Through the accurate analysis of the current practice and characteristics of logistics management major in colleges and universities, a set of suitable teaching methods for logistics management major in colleges and universities during the epidemic period is formulated the new plan of learning reform. Through the analysis, it is found that the method proposed in this article has important practical significance for the design and research of the teaching reform of logistics management specialty in colleges and universities under the epidemic situation.

References