

Research on the International Logistics Course Teaching of Logistics Major under the Background of New Liberal Arts

Lu Han, Zhanchao Wang

Qingdao Hengxing University of Science and Technology, Qingdao ,266100, Shandong, China

Abstract: With the deepening development of economic globalization and the rapid progress of science and technology, the logistics industry will become more informationized, intelligent and automated in the future. In order to better serve the global economic development, the logistics major under the background of new liberal arts aims to cultivate high-quality talents with global vision, cross-cultural communication ability and social responsibility. In the new era of logistics professional course education construction requirements, this paper to “international logistics” course, for example, in the analysis of the background of new liberal arts logistics professional curriculum development requirements, on the basis of the course ideological elements mining and into the development status, implementation path, guide students to learn professional knowledge and skills at the same time, set up the correct professional quality, for colleges and universities to cultivate high-quality multinational logistics talents provide reference.

Keywords: New liberal arts; Logistics major; Ideological and political courses; Integration path

Introduction

Under the current development trend of world multi-polarization, economic globalization, science and technology modernization and industrial digitalization, the development prospect of the logistics industry is good, and it will continue to maintain a stable growth trend in the future, but at the same time, the development of the logistics industry is facing more opportunities and challenges. Based on the logistics industry intelligent, informatization, internationalization development trend, require logistics professional in personnel training, course design should be closely combined with the reality of regional development and colleges, stick to the new trend of industrial change and economic and social development needs, with Chinese value, Chinese spirit, Chinese discourse as the lead, actively explore the background of new arts logistics professional course ideological elements into the new path, thought that China’s social and economic development training transport base high quality, professional ability, strong comprehensive strength of international innovative logistics talents.

1. Development requirements of logistics professional courses under the background of new liberal arts

1.1 New liberal arts

With the deepening development of economic globalization and the increasingly fierce competition among countries in the world, institutions of higher learning, as an important place to train professionals in the new era, have undergone major changes in the concept and training mode of personnel training. At the present stage, China’s higher education has shifted from scale expansion to connotative development. In order to further deepen the reform of higher education, the Ministry of Education has proposed to fully implement the “Six Excellence and One Top-notch” Plan 2.0 from 2019 to 2021, pointing out the development direction for the comprehensive promotion of the construction of new liberal arts.”New arts” as to adapt to the requirements of the new era of liberal arts education, the inevitable result of challenge, is relative to the traditional arts, its emphasis on interdisciplinary integration, innovative thinking, digital technology application, social attention and internationalization development can promote the development

of liberal arts education innovation, promote multidisciplinary cross depth fusion and traditional arts upgrade, constantly improve the quality of talent training, meet the social demand for diversified talents, promote the sustainable development of liberal arts education in our country. In addition, socialism with Chinese characteristics into a new era, the new arts as an important carrier of developing socialist advanced culture, to deeply grasp the new era of the development of philosophy and social science, promote new science and technology revolution and philosophy and social science fusion, continue to strengthen the Chinese excellent traditional culture inheritance and innovation, promote national cultural soft power, in order to achieve the great rejuvenation of the Chinese nation the Chinese dream^[1].

2. Development status of mining and integration of ideological and political elements of logistics professional courses

2.1 Insufficient depth in the excavation of ideological and political elements

In recent years, more and more colleges and universities have begun to pay attention to the integration of professional courses and ideological and political elements, and encourage teachers to explore ideological and political elements in the teaching process and integrate them into professional courses. But in the actual teaching process often lack of deep mining of ideological elements, such as in the international logistics course of ideological elements mining mostly stay on the surface, for the international logistics laws and regulations, international trade rules of ideological elements, often simply introduced, without in-depth analysis behind the political, economic, cultural and other deep reasons. Among the ideological and political elements explored in the course, they are often disconnected from practical problems, which is difficult to arouse students' interest and attention in learning. For example, the problems of environmental protection and social responsibility in international logistics, the lack of combination with practical problems, makes it difficult to make students realize the urgency and importance of these problems. In addition, there is a lack of in-depth analysis of the cultural differences and political environment of different countries and regions in the course of International Logistics, and only the difference analysis stays on the surface makes it difficult for students to understand the differences and characteristics of logistics development management in different countries and regions, and thus affects students' in-depth understanding and grasp of this course^[2].

2.2 Teachers' insufficient ability to excavate and integrate ideological and political elements

In the exploration and integration of ideological and political elements of logistics courses, teachers' teaching ability can be said to be an important factor affecting their integration effect. The teachers mining and integrated into the ability is insufficient, largely because of its lack of understanding of the importance of ideological and professional education, lack of understanding of ideological elements and practical experience, makes the teachers in mining and difficulties into ideological elements, it is difficult to effectively combine ideological elements with professional knowledge. Compared with other courses, "International Logistics" course requires teachers to have an in-depth understanding of the cultural differences, political environment and logistics development status of different countries and regions, and requires teachers to always pay attention to the cutting-edge trends and typical cases in the logistics industry. But in the actual teaching, some teachers in the international knowledge related knowledge reserves, lack of attention to industry frontier trend and typical cases, difficult to the organic combination of ideological elements and professional course teaching, finally makes the teachers in professional course teaching into ideological elements lack of persuasion and practical significance, difficult to resonate with students.

3. The path of integrating ideological and political elements of logistics professional courses under the background of new liberal arts

3.1 Define the course teaching objectives, and dig deep into the ideological and political education resources

"International logistics" is logistics professional courses, aims to help students fully understand the basic concepts, characteristics and framework, master the international logistics transportation, warehousing, distribution, loading and unloading operation management, familiar with the international logistics risk management, cost management and optimization methods, understand the development trend of international logistics and future development direction. Based on the above teaching knowledge goal, teachers in the course of ideological elements to clear ability goals and emotional goals, such as students through the study of international logistics course content, to have the relevant documents, practical operation and explore the ability to solve the main problems in the international logistics, and through knowledge learning to set up the correct professional quality and professional ethics, cultivate their

cultural confidence and profound patriotism, and develop honest and trustworthy, Wuxi, teamwork, big craftsmen and good moral character. In general, teachers should start from the perspective of education, deeply develop the curriculum value, and pay attention to the teaching of professional knowledge and ideological value guidance.

3.2 Strengthen teacher training and improve teachers' teaching ability

In the ideological and political construction of logistics professional courses under the background of new liberal arts, it is particularly important to strengthen the training of teachers and improve teachers' ability to explore and integrate ideological and political elements. Based on this, colleges and universities can organize professional ideological and political teachers to train logistics teachers, introduce the importance of ideological and political elements in the course of International Logistics, and how to explore and integrate ideological and political elements. Through the training, logistics professional teachers can deeply understand the concept, classification, mining methods and integration skills of ideological and political elements, so as to improve their ideological and political theoretical literacy and professional knowledge level. On this basis, we can also establish cooperative relations with industrial enterprises and research institutions, regularly organize teachers to participate in relevant seminars, academic exchanges and other activities, introduce external resources and practical experience, and provide more support and help for the organic integration of ideological and political education and professional teaching. At the same time actively organize teachers to participate in the international logistics course ideological education practice, through the collective lesson preparation, demonstration teaching, encourage teachers by reading related materials, view demonstration teaching activities for self learning and self improvement, let teachers in the process of sharing experience and achievements constantly improve their course ideological education ability. In addition, it is necessary to establish a scientific and reasonable evaluation and feedback mechanism, understand the mining and integration effect of teachers' ideological and political elements through student evaluation and peer evaluation, timely find problems and deficiencies, and improve and improve.

4. Conclusion

To sum up, the reform and development of higher education under the background of new liberal arts requires strengthening the ideological and political construction of courses in the teaching of professional courses, so as to improve students' comprehensive quality and ability. With the in-depth development of the "bringing in" and "going out" strategies in recent years, international logistics, as a global logistics activity, has put forward high requirements for the development of students' professional knowledge and professional quality. With "international logistics" course as the carrier, through the professional course teaching mining and into ideological elements, can guide students to understand the cultural differences of different countries and regions and logistics operation characteristics, cultivate the students' ability of cross-cultural communication and cooperation, improve students' professional quality and comprehensive ability, make contributions to the future international logistics development in our country.

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