

Analysis on the Characteristics and Learning Situation of Students Majoring in Logistics Management in Higher Vocational Colleges

Yang Hu

Liaoning Provincial College of Communications, Liaoning 110122, Shenyang, China. E-mail: yanghu_1982@163.com

Abstract: With the continuous enhancement of national economic strength and the continuous improvement of national consumption level and strength, the logistics industry has also ushered in new development opportunities and challenges. At the present stage, the professional quality of the employees in the logistics industry needs to be improved, and the logistics industry market needs to introduce skilled logistics management talents that meet the diversified needs of the market. Based on the analysis of the characteristics and teaching situation of the students majoring in logistics management in higher vocational colleges, this paper explores how the courses of logistics management in higher vocational colleges cater to the development of the times and innovate the teaching mode of practical courses, so as to further improve the professional skills and practical operation ability of the students majoring in logistics management in higher vocational colleges, and cultivate new skilled logistics management talents for the development of logistics industry.

Keywords: Higher Vocational Colleges; Logistics Management Major; Learning Situation Analysis; Innovative Teaching

Different from ordinary colleges and universities, higher vocational colleges, as an important college to cultivate skilled talents, mainly take employment as the goal orientation, aiming to cultivate skilled talents with strong comprehensive ability in combination with the development and demand of the market. Logistics management major is a new and popular major in recent years. The teaching staff and teaching mode of this major in most higher vocational colleges are not perfect. The professional level of the students trained is limited, and the practical operation level is poor. In order to meet the rapid development of the market and meet the diversified needs of the society and employers, the logistics management specialty in higher vocational colleges must innovate the talent training mode, and improve the content of professional practice curriculum system to further improve the quality of teaching.

1. Supply and demand analysis of logistics management professionals

1.1 Demand status of logistics management professionals

Big data survey results show that at present, the logistics market demand is the largest grass-roots management personnel, senior logistics management personnel is relatively small, but the current gap of senior logistics management personnel is large, it is difficult for enterprises to recruit senior logistics management personnel. The grassroots logistics operators most recruited by enterprises are mainly engaged in some physical labor, such as sorting and distribution of goods, warehousing, handling and loading, so the education requirements for such talents are not very high. The logistics management talents should not only have the basic logistics professional theoretical knowledge, but also have certain practical operation ability, be familiar with the operation mode of each link of the logistics industry, and have certain communication management ability, so as to be able to coordinate with the relevant work of various departments, and this kind of talents need to be cultivated and supplied by higher vocational colleges.

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1.2 Supply status of logistics management professionals

At present, the training of logistics management professionals in China mainly comes from the relevant undergraduate colleges and various vocational colleges, and some of them come from the relevant training institutions in the society and the internal training of enterprises. With the rapid development of the logistics market, the number of logistics management students in major vocational colleges is also increasing, and logistics management professionals are continuously transported to the society every year. But the survey results show that most of the logistics management graduates are not satisfied with the salary provided by the enterprise, the jobs are not completely corresponding to their majors, and they still need a period of training and learning to work after employment, so that most of the graduates think that the knowledge they have learned in school is useless, and the employment situation of the graduates is not ideal.

2. Analysis on the current situation of logistics management students and their learning situation in higher vocational colleges

2.1 Students lack practical experience

At present, most of the domestic higher vocational colleges have set up the logistics management specialty, and constructed a series of related courses from theoretical knowledge to practical skills. However, as a new specialty, the teaching of logistics management specialty in most of the higher vocational colleges is still in the initial stage of exploration to a large extent. They just stop at the teaching of theoretical knowledge according to the book, and there are relatively few practical channels to learn. Students lack the corresponding practical experience, and cannot well combine theoretical knowledge with practice. With the relative weak professional operation skills, they cannot well connect their knowledge to the work position after graduation, which makes theoretical knowledge useless and waste of resources and time to a certain extent.

2.2 Teachers are weak

As a new industry in China, logistics is in the stage of rapid development. In recent years, higher vocational colleges have set up logistics related majors, so the teaching staff is also inclined to be younger. The teachers are generally about 30 years old, and the master's degree accounts for a large part. Although the vast majority of teachers have a high level of bachelor's degree, their professional practice ability is relatively weak. On the one hand, higher vocational colleges do not provide teachers with relatively high salary and good working environment, so it is difficult to attract professional teachers with rich practical experience. On the other hand, due to the limited education funds, higher vocational colleges rarely provide teachers with opportunities for learning abroad, so teachers cannot communicate well with enterprise executives in the outside world, and the teaching of natural courses is also difficult to teach students new knowledge concepts and practical skills.

2.3 Personnel training cannot keep up with the development of modern logistics industry

With the rapid development of the Internet, the operation and management mode of the logistics industry is also trying to further transform and upgrade combined with emerging technologies. Logistics management informatization is a major development trend of the domestic logistics industry. This requires that students majoring in logistics management should not only be proficient in logistics related professional knowledge, but also master certain computer information technology, use big data to analyze the operation mode of logistics market, and be familiar with some management modes in the field of Internet of things. On the other hand, the field of logistics industry segmentation is also increasing, such as express logistics, port logistics, cold chain logistics, large cargo transportation and so on. Correspondingly, students majoring in logistics management should be required to subdivide their professional knowledge and make achievements in specific work fields. In the face of the ever-changing logistics market demand, most of the higher vocational colleges cannot update the education concept in time, and still use the traditional teaching mode. The talents trained cannot meet the development needs of the modern logistics industry, so that the logistics enterprises cannot recruit professional logistics management talents in the corresponding field in the process of developing new business.

3. Reform strategy of practice course teaching mode of logistics management major in higher vocational colleges

3.1 Adding students' practice channels and improving the teaching content

The courses of logistics management major in higher vocational colleges involve the courses with strong practical

operation, such as warehousing operation and management, transportation and distribution operation and management, logistics comprehensive operation and management. Colleges should add the corresponding students' practice channels, carry out external cooperation with relevant enterprises, and establish practice base, so as to strengthen the docking with the actual jobs in the society, and integrate into the teaching to explain the specific work content, so that students can apply what they have learned. Practice is the only standard to test theoretical knowledge. Only by letting students operate practice in person, can students clearly understand their own learning situation, find out the blind areas of weak knowledge in time, and strengthen their study pertinently, to master the learned skills more comprehensively.

3.2 Optimizing the teaching staff and improving the teaching system

Higher vocational colleges should strengthen the training of teaching staff, provide corresponding financial support, and hold regular teacher exchange and learning meetings, in order to encourage teachers to go out of school, communicate with external enterprise executives, and find opportunities to participate in the daily work of enterprises and further optimize the curriculum teaching system based on the needs of jobs. Combined with the teaching content of logistics theory, the teaching content of logistics management should be reasonably arranged. At the same time, it is necessary to optimize the course assessment indicators, enable students to complete certain work tasks in the group mode simulation, and evaluate the students' hands-on ability in each task link and the comprehensive ability of team cooperation and communication, so that students can clearly understand their strengths and weaknesses, which is also very helpful for students to choose suitable jobs in the future.

3.3 Strengthening the cooperation and exchange between schools and enterprises and finding out the orientation of talent training

Higher vocational colleges should strengthen the communication and cooperation with external enterprises, integrate educational resources, and pay attention to the practical skills training of logistics management students, so as to regularly hold student skills competition, effectively combine the theoretical knowledge of professional courses with the job content, and invite enterprise executives as judges to comment and guide students. Enterprises are welcome to enter the school, hold lectures and other activities for senior executives, and properly understand the employment intention and ideal working environment of contemporary students, so as to provide a good employment environment for high-quality logistics management graduates in the future. On the other hand, it also encourages students to go out of school, participate in enterprise work practice, and improve their practical skills and comprehensive ability of management and communication. With the diversified development of logistics industry, higher vocational colleges should find out the orientation of talent training, update the education concept in time, and improve the teaching system, as well as continuously transport high-quality logistics management professionals with strong comprehensive strength for the logistics market.

4. Conclusion

To sum up, we can see that the gap of domestic logistics management professionals is still large, and the demand of logistics market for professionals is also increasing. Higher vocational colleges should clarify their responsibilities and direction, take the actual job demand as the goal, and optimize the teaching staff. It can improve the teaching system, strengthen the communication and cooperation with enterprises, and add diversified practical operation channels for students, so as to improve students' professional skills and comprehensive quality, help students develop in an all-round way, and cultivate new high-quality management talents for the logistics industry. We are committed to promoting the diversified transformation and upgrading of the logistics industry.

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