

Research on Modern Apprenticeship Practice of New Retail Logistics Professional Group under the Integration of Production and Education

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Abstract : Due to the reform of China's education system and the rise of modern higher education, ordinary colleges and universities at this stage pay more attention to the implementation of diversified courses in the process of college education. In order to better improve the classroom effect, teachers strive to drive students the improvement of comprehensive theoretical knowledge and practical professional skills, in order to better meet the requirements of regional economic and industrial structure improvement, the implementation of modern apprenticeship courses based on the integration of production and education has been added to the education process. Teachers strive to cultivate students' practical innovation ability and comprehensive disciplines quality, and strive to drive students to complete the improvement of logistics management education level and achieve zero-distance employment. This article will analyze the practical measures of specific teaching in combination with the current educational concept of production and education.

Keywords : Integration of Production and Education; Logistics; Modern Apprenticeship

The integration of production and education is one of the more innovative and effective educational concepts in the education process of various disciplines in colleges and universities at this stage. It mainly refers to the professional colleges and departments actively connecting with the society according to the configuration of the major disciplines in the school, carrying out educational reform and industry development combined with development in order to achieve the educational goal of further improving the teaching effect and quality. The educational concept of the integration of production and education aims to cultivate talents with excellent professional knowledge, technical business and scientific research capabilities for economic and social development, and assist institutions of higher learning to form a school-running concept of joint integration and sharing of development achievements between schools and enterprises, so as to achieve the in-depth cooperation between education, teaching and industry development has laid a solid foundation for the healthy development of the economy and society and the improvement of corporate economic benefits.

1. Analysis of the status quo in the current logistics management process and the impact of new retail on logistics development

1.1 The current status of the development of the logistics industry

In the process of university logistics management major education, teachers pay more attention to the education of basic knowledge in teaching, but they pay less attention to courses such as job transfer and entrepreneurship, career planning and project management other than textbook teaching, because the students are in the process of classroom teaching. The mastered teaching content and knowledge points cannot meet the needs of the development of the socialist market economy and the needs of the final rapid development of talents, and the professional knowledge of logistics management cannot keep up with the development trend of the times, which is not conducive to the comprehensive mastery of the students' knowledge and professional ability, which adversely

affects the overall performance of the students. Secondly, the way of teachers' teaching practice is relatively monotonous and tedious: Many teachers majoring in logistics information management in colleges and universities are deeply influenced by the traditional education system and curriculum concepts in the teaching process, and are accustomed to adopting the method of telling the teachers themselves, ignoring the students the cultivation of independent learning ability and independent research ability. These traditional teaching methods are contrary to the educational goals of logistics management majors in ordinary colleges and universities at this stage, and they cannot improve the students' professional quality and professional practical work ability. Most teachers do not update and optimize their own teaching strategies within the concept of a good integration of production and education in the teaching process, and often only adopt the classroom form of school-enterprise cooperation in the practice stage of the school. In the teaching process, there is no opportunity to think independently and study the theoretical knowledge of logistics management major. Finally, in the process of university logistics management major education, because teachers could not give full play to the advantages of information technology, they carried out specific case analysis teaching, logistics topic seminar teaching and multimedia information classroom teaching, which hindered students from obtaining innovation. The relevant theoretical knowledge content of advanced logistics management major cannot realize the cultivation of students' innovative consciousness, thus affecting the development of the final students' comprehensive professional quality, and the overall teaching mode of teachers cannot be effectively optimized. From the above analysis, it shows the necessity and urgency of carrying out the modern apprenticeship education practice corresponding to the implementation of the teaching concept of integration of production and education in the teaching process of modern logistics major.

1. 2 Development prospects of logistics in the context of new retail

In today's social market environment, various developments are promoting the rapid development of the new retail industry. Due to the deep integration of advanced technology and logistics such as artificial intelligence, 5G information technology, and big data environment, the logistics industry is facing with unprecedented development potential, it is always ready for the arrival of the best burst node. According to the latest statistical data, even under the influence of the epidemic in recent years, the total amount of my country's logistics industry is also showing a significant trend of growth. It can be seen that the logistics industry under the background of new retail business is constantly developing and growing. maintained a rapid growth trend.

2. Establish a talent training path for the new retail logistics professional group under the integration of production and education

2. 1 Carry out practical teaching and supplement the teaching system

In order to firmly grasp the momentum of the comprehensive and rapid development of the new retail industry, it is necessary to focus on the cultivation of talents. As a school with logistics majors, it is necessary to comprehensively promote the development of practical teaching activities based on the characteristics of the new retail industry, and constantly supplement and improve the original teaching system. Among them, it is necessary to reserve more teaching time for the practical teaching section to ensure that every student has the best opportunity to exercise, and pay attention to the fact that the content of the practice should be consistent with the theoretical knowledge of the book and the real situation that the actual work will face.

2. 2 Modern apprenticeship teaching is optimized through diverse and innovative teaching methods

In the development process of China's modern apprenticeship education, the school will also expand the vocational education of students to enterprises, so as to integrate teaching and learning. First of all, it will be optimized and set according to the talent training plan of the national modern apprenticeship system, and then set up again according to the curriculum content of logistics management majors in colleges and universities. Finally, the teaching management mode of enterprise classrooms will be innovated and improved. The new teaching mode that combines the two classroom teaching management modes of the enterprise completely replaces the theoretical knowledge on the textbooks provided by the school in the traditional classroom teaching mode, and uses a new teaching form. The comprehensive promotion of logistics management major in colleges and universities is mainly through the connection and integration between teaching and occupation, teaching and work, school and enterprise. Let the students in colleges and universities complete the basic theoretical knowledge of logistics management as a student in the school, and enter the enterprise as an apprentice to implement the knowledge content into practical work, learn from the advanced experience of the predecessors, and give students a certain with the guidance and help of the modern apprenticeship system, students can fully integrate into the new model of modern apprenticeship, promote the comprehensive development of students' comprehensive quality, further improve the level of modern apprenticeship logistics management professional courses, and innovate the teaching that integrates theory with practice.

2.3 Expand the practice bases inside and outside the school and optimize the teaching staff

In the process of modern apprenticeship education of logistics disciplines in colleges and universities, attention should also be paid to opening up a certain training process base in cooperative enterprises inside and outside the school, so as to encourage students to actively integrate into it and master and practice more advanced logistics management links. It expands the training process base and realizes the complementary advantages of courses shared with major colleges and universities, laying a solid foundation for the modernization of logistics management disciplines in colleges and universities. In the modern apprenticeship model, it is impossible to adapt to the learning needs of the students simply by relying on the educational level of the institution itself and teachers' ability. On the basis of the logistics course teachers with their own professional level, students integrate excellent logistics teachers from major companies, so as to achieve the overall development of theoretical mastery and practical operation skills training. In this way, students are able to integrate learning and work in the process of learning with the logistics professional teaching team, and further exert the teaching resources advantages of the teaching team, thereby helping students to fully understand the relevant theoretical basic knowledge and practice of logistics management major. The ability to operate skills and strengthen the connection between enterprises and universities, thus promoting the further improvement of the teaching technology level and educational benefits of modern apprentice teachers of logistics management majors in colleges and universities.

3. Conclusion

In the process of implementing the education of logistics management major, colleges and universities use diversified modern apprenticeship education implementation methods on the basis of the traditional teaching method of integration of production and education. It systematically and solved the question of the dual identity of apprentices, cultivated the enthusiasm for the modernized development of apprenticeship education, implemented diversified and innovative teaching methods, expanded the practice bases that interact with inside and outside the school, and optimized the educational team and other organically combined innovative educational experimental measures. It has promoted the improvement of the educational management level and quality of logistics management majors in colleges and universities, and created all-round talents for the development of economy and society and the scientific and technological progress of modern enterprises.

References

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