

Discussion on the Ways of Cultivating Innovative and Entrepreneurial Talents in Logistics Management Major in Higher Vocational Colleges under the Mode of School Enterprise Cooperation

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Abstract: School enterprise cooperation is one of the main forms of talent training in Higher Vocational Colleges at present, and it is also the main way and measure of mass entrepreneurship and Entrepreneurship Talent Training in logistics management. At the same time, it is also a method for college graduates to quickly master their job hunting skills and quickly adapt to the needs of enterprises. Therefore, taking the school enterprise cooperation mode as the research background, this paper discusses the specific ways of mass entrepreneurship and Entrepreneurship Talent Training in higher vocational colleges, hoping to improve the quality and level of talent training in higher vocational colleges.

Keywords: School enterprise cooperation; Higher vocational colleges; Major in logistics management; Entrepreneurship and innovation talents; Cultivation Approach

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Introduction:

Vocational education is an important part of university education in China. Higher vocational colleges need to cultivate talents from the perspective of enterprise needs, and improve the practicality of talents through the form of school enterprise alliance. Especially in the talent training of logistics management, it is more necessary to adopt the mode of school enterprise cooperation to train talents.

1. The concept and function of school enterprise cooperation mode

1.1 Concept of school enterprise cooperation mode

The so-called talent training mode of school enterprise cooperation refers to the combination of schools and enterprises to improve the quality and level of talent training. On the one hand, schools provide students with the teaching of theoretical knowledge, while enterprises provide students with corresponding internship opportunities so that students can apply what they have learned. There are mainly two modes of school enterprise cooperation: one is the order cooperation mode, and the other is the work study alternation mode. Both modes have their own advantages and disadvantages ^[1].

1.2 Role of school enterprise cooperation mode

First, it is conducive to the integration of existing resources. Schools can provide more talents, and enterprises can provide adaptive training bases. Finally, every student can give full play to the talents he has learned. Secondly, the school enterprise cooperation mode can also achieve win-win results for all parties. In short, schools, students and employers are all winners. Finally, it is the innovation of talent training mode, which can better solve the employment problem of school graduates and explore a talent training method suitable for our country ^[2].

2. Problems in the current mode of entrepreneurship and innovation talent training in Higher Vocational Colleges

2.1 Single form of cooperation

First of all, it can be seen that although most higher vocational colleges in China can carry out talent training in the form of school enterprise cooperation, the training mode is relatively single, and the effect is relatively limited. It can be seen that the current way of cooperation is that enterprises first publicize, and then let students enter the enterprise for internship, so as to improve their operational ability through actual participation. However, due to the lag between the knowledge students are exposed to and the knowledge used by enterprises, students will have some inadaptability in learning .

2.2 The mechanism of school enterprise cooperation needs to be improved

Secondly, the current school enterprise cooperation mechanism in China is still relatively backward. Many times, the resources of higher vocational colleges mainly rely on the resources of alumni and teachers, lack of effective official contact, and have not built an effective school enterprise cooperation platform. This school enterprise cooperation mechanism is not perfect, and the connection between schools and enterprises is not deep, resulting in cooperation often becoming a mere formality.

3. Building a new mode of training innovative and entrepreneurial talents in school enterprise cooperation logistics management

3.1 Improve relevant systems of school enterprise cooperation

First of all, we need to start with the system, according to the needs of enterprise talents and the actual situation of school talent training, to overcome the problems of school enterprise cooperation from the system. For example, it can enrich the channels of school enterprise cooperation, not only by establishing friends, but also by deeply mining more cooperation resources. Build a corresponding school enterprise cooperation platform in an official form, strictly regulate the rights and obligations of both parties, and realize good communication among schools, enterprises and students.

3.2 Enrich the mode of school enterprise cooperation

Secondly, we also need to constantly enrich the mode of school enterprise cooperation and change the current single mode of enterprise publicity and student participation. It can strengthen the connection between enterprises and schools, closely connect their own needs for talents with schools, so that enterprises can participate in the talent training mode of schools, and improve the effectiveness of school enterprise cooperation through a complete talent training system. Schools also need to change their current curriculum system according to the actual situation of enterprises and talent demand, so that the talents they cultivate can be closely linked with the needs of enterprises.

3.3 Strengthen the training of innovative and entrepreneurial teachers

Third, higher vocational colleges also need to strengthen the cultivation of innovative and entrepreneurial teachers. While cultivating innovative and entrepreneurial talents in logistics management, teachers play an irreplaceable role. Higher vocational colleges need to improve the overall quality of logistics management teachers through internal training, strengthening internal assessment and other methods. At the same time, lecturers from enterprises can also be introduced to schools to give targeted lectures to students and constantly update the teaching team.

4. Concluding remarks

To sum up, when higher vocational colleges carry out the training of mass entrepreneurship and innovation talents in logistics management under the school enterprise cooperation mode, they need to overcome the disadvantages of the current school enterprise cooperation mode. According to the characteristics of talent training in Higher Vocational Colleges and the requirements of enterprise employment, combined with the situation of logistics management, they need to constantly improve the relevant system of school enterprise cooperation and enrich the mode of school enterprise cooperation, So that the training quality of mass entrepreneurship and innovation talents can be effectively improved and developed to meet the current social needs of logistics management professionals.

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