

Evaluation on the“Three Integrations,Four Drives,and Five Co-operations”Training Model for Logistics Majors from the Perspective of“Innovation and Entrepreneurship”

Yi Ai

Jilin Business and Technology College,Changchun,Jilin,130507,China

Abstract: National development and national rejuvenation cannot be separated from the cultivation of innovative and entrepreneurial talents.As a new force in“mass entrepreneurship”and“innovation”,the cultivation of college students should be given attention by all sectors.The purpose of this article is to analyze the current problems in the training of logistics professionals in local application-oriented undergraduate colleges,understand the operation status and existing problems of the logistics talent training system under the“innovation and entrepreneurship”environment,seek solutions to the problems,and determine the construction of the“three integrations,four drives,and five collaborations”talent training model.

Keywords: Entrepreneurship and Innovation;Three Integrations;Four Drives;and Five Co-operations;Logistics

Fund Project:

Research on“Three Integrations,Four Drives and Five Co-operations”Talent Cultivation Model for Logistics Majors from the Perspective of“Double Creation”,the 14th Five-Year Plan Project of Jilin Provincial Education Science Planning(Project No.:GH22331).

With the rapid development of China’s logistics industry,the supply of logistics talents has become a key issue that restricts the development of the logistics industry.What kind of people to cultivate and how to cultivate them have become key issues to consider in the process of cultivating logistics professionals in applied undergraduate colleges.

1. Current Situation of Logistics Professional Talent Training

Although China’s logistics industry started relatively late,its development speed is very fast.Whether in terms of intelligent sorting or high-speed delivery,China’s logistics industry has already led the world.Especially with the rise of e-commerce,the status of the logistics industry has greatly improved.In order to better provide comprehensive logistics services to society,the demand for applied talents in the logistics industry has also increased.In the process of construction of university logistics majors,it is required to cultivate all-round and“all-personality”applied innovative talents with the ability of cooperation,self-learning and innovation,as well as theoretical and practical skills.

In the current“innovation and entrepreneurship”environment,the common focus of logistics talent cultivation in universities is to focus on the construction of the campus and enterprise environment,such as doing a good job in school enterprise cooperation,organizing social vocational qualification exams,etc.However,the current targeted and in-depth cooperation between schools and enterprises is not strong,and there is no in-depth implementation of“personalized”education.Especially in the process of cooperation between universities,enterprises,research institutes,and the government,there is no detailed and systematic talent training system,nor is there a complete channel.There are still many problems in the construction of the logistics professional talent training system with universities as the main body,such as vague training objectives,unreasonable professional settings,single training methods,emphasis on theory and neglect of practice,outdated practical training conditions,lack of systematic training mode construction channels,weak teaching staff,lack of in-depth cooperation between schools and enterprises,lack of social practice,incomplete evaluation mechanisms,and

inability to meet the needs of social development.

2. Connotation of the“Three Integrations,Four Drives,and Five Co-operations”Talent Training Model

The purpose of this article is to study the construction of the“three integrations,four drives,and five co-operations”talent cultivation model in the new era of“innovation and entrepreneurship”,and to grasp the connotation of talent cultivation.By constructing a new teaching model that meets the requirements of cultivating students’theoretical and practical abilities,people aim to solve the problems that exist in the current talent cultivation process.The creation of“three integrations,four drives and five co-operations”talent training mode for logistics majors is the inevitable requirement of“innovation for all”and“innovation for everyone”driven by the wave of mass entrepreneurship and the fundamental question of“what to train,how to train and for whom to train”.“Three integrations”refer to school-enterprise integration,coaching integration,and online and offline integration;“four drives”refer to task-driven,project-driven,enterprise development demand-driven,social and economic development demand-driven;“five collaborations”refer to the five modes of common determination,common construction,common teaching,common management and common win.The characteristics of the“dual-innovation”environment emphasize the relationship between“profession”,“career”,“industry”,“employment”and“entrepreneurship”in the “dual-innovation”environment.People determine the construction mode of“five collaborations”of industry-university-research,clarify the meaning of the system of“common determination,common construction,common teaching,common management and common win”,and integrate the“five collaborations”into the teaching concept.Through the innovative establishment of logistics professional“three integrations,four drives,and five collaborations”type of talent training,the logistics professional training work can do a good job in the new era of logistics management professional talent training work.

Construction of“ThreeIntegrations,FourDrives,andFiveCo-operations”TalentCultivationModein“DoubleCreation”Environment

From the current situation of logistics talents cultivation in colleges and universities,to solve the problems of students’lack of professional knowledge,professional quality and comprehensive ability,people need to innovate the education concept under the environment of“double creation”,which can be solved by repositioning the“double creation”environment,constructing the“three integrations,four drives and five collaborations”talent cultivation path,and integrating the concept of curriculum thinking and politics in the process of constructing the“double creation”environment.

2.1 Reorientation of the“innovation and entrepreneurship”environment

The construction of“innovation and entrepreneurship”environment is of great significance to the overall improvement of talent training quality,the formation of industrial chain and talent chain,and even the creation of a good environment for innovation and entrepreneurship in the whole society,which is an urgent need for social development.Under the background of“double creation”,students’learning and employment tendency,employment value and entrepreneurial consciousness are changing,so how to fully mobilize social resources to train students with a full range of personality has become a key issue to be solved in the training of logistics professionals.At present,students’shaping of entrepreneurial ideas mainly comes from their own acquisition and understanding through books and networks,and lack of independent entrepreneurial consciousness.Therefore,to reconstruct and reposition the“dual-innovation”environment,people need to fully consider the elements of entrepreneurial motivation,entrepreneurial resources and environmental factors.Among them,entrepreneurial motivation has individual characteristics according to students’employment tendency,while entrepreneurial environment factors and students’individual characteristics jointly promote the formation of entrepreneurial motivation.With the accumulation of practical training and internship experience and the enrichment of life experience,students’innovative and entrepreneurial direction would become more and more obvious,and their career planning would become more and more clear.Coupled with the joint influence of social factors,economic factors and other entrepreneurial resources,students’innovative and entrepreneurial consciousness gradually forms.It can be seen that entrepreneurial motivation,entrepreneurial resources and entrepreneurial environment are all key factors to be considered when cultivating entrepreneurial consciousness.When repositioning the“dual-innovation”environment,people can start from building a new teaching model of“three integrations”.Through teaching attempts to build a teaching mode of school-enterprise integration,coach integration and online/offline integration,students often ask questions such as“I don’t know what innovation and entrepreneurship is”,“I don’t know why I need to cultivate my innovation and entrepreneurship ability”and“What kind of effect does mastering innovation and entrepreneurship ability have on my future employment”,and reorient the“dual-innovation”environment with the joint action of on-campus and off-campus.

2.2 Building a“three integrations,four drives,and five co-operations”talent training path

Under the environment of“double-creation”,the curriculum of logistics majors in colleges and universities tends to be market-

oriented, combining theory and practice, and opening up a new path of employment and entrepreneurship for logistics talents. Through the realization of informationization and networking, and under the premise of "docking of courses and certificates", people insist on the "three integrations, four drives and five co-operations" talent training path. The four new concepts of "innovative concept, innovative mode, innovative process and innovative content" for logistics personnel training in the context of "double creation" are proposed, and the importance of the "four new concepts" to the "double creation" teaching environment is emphasized. Through the effective integration of education chain, industry chain and talent chain, people analyze and solve the relationship between the current internship training program and the enterprise industry training base, also solve the problem of the connection between the construction of school-enterprise cooperation courses and the frontier technology development of the enterprise industry, and solve the problem of the relationship between the teachers of professional theory courses and the senior technical managers of enterprises in the cultivation of students' innovation and entrepreneurship ability. In the process of constructing and implementing the talent training program, the four driving factors of "task-driven", "project-driven", "enterprise development-driven" and "social demand-driven" are emphasized. The role of the four driving factors of "task-driven", "project-driven", "enterprise development-driven" and "social demand-driven" is emphasized in the construction and implementation of the talent training program. In the teaching practice, people emphasize the relationship between professional construction and industry, innovate teaching environment, integrate modern information technology and intelligent means, change teaching strategy, share teaching resources, and build "three integrations", "four drives", and "five co-operations" type training method for modern logistics majors. People also really apply "school-enterprise integration", "coaching integration" and "online and offline integration" to improve the enthusiasm and initiative of students' innovation and entrepreneurship, and build a new path of "three integration, four drive and five co-operations" type of talent training.

2.3 Integrating curriculum thinking and politics into the "double-creation" talent training program

Education is a major national plan. Since the 18th Party Congress, the importance of talent cultivation has been emphasized many times. For colleges and universities, deepening the reform of innovation and entrepreneurship education and strengthening the construction of innovation and entrepreneurship play a very important role in finding the right position for the reform and development of higher education and improving the quality of talent cultivation in all aspects. The logistics education of local applied undergraduate institutions has always insisted on serving the society, adhered to the moral education and made cultivating innovative and compound talents as the goal and starting point of schooling. The construction of logistics teaching system from the perspective of "double creation" should be based on the premise of respecting students' individual differences, and building a special professional education that combines professional construction and civics teaching. It is necessary to integrate the concept of thinking and politics into the curriculum, to use the classroom as a channel for education, to teach students the skills and methods of learning, and to make students more capable of executing in practice. Students would be able to apply what they have learned flexibly, think independently and solve problems. It can strengthen the teacher-student communication strategy, break through the communication barriers in the original teacher-student teaching process, apply the modern teaching mode to achieve personalized understanding of the learning situation, multi-level analysis of teaching, and multi-angle penetration of knowledge, enhance the extensive participation of students, complete multi-channel and diversified practical teaching, and cultivate innovative and entrepreneurial talents with comprehensive development of moral, intellectual, physical, social and aesthetic skills.

References:

- [1] Dong Nan. Research on the "One Certificate, Two Modernizations, Three in Four New" Modern Logistics Talent Training Model Based on School Enterprise Cooperation[J], Shaanxi Education(Higher Education), 2019(12), 69-70.
- [2] Kong Jianfeng. Research on the cultivation strategy of logistics talents in colleges and universities from the perspective of double creation[J], Logistics Engineering and Management, 2020(3), 157-159.