

Research on the Training Path of Logistics Management Talents in Applied Undergraduate Universities under the Background of New Liberal Arts

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Abstract: With the rapid development of social science and technology, China's logistics industry has made great progress, optimize the management concept, also got the development and progress, because of this, in the present applied undergraduate colleges and universities, the school must attach importance to logistics management personnel training work, combining the theory and practice in the teaching process, but in terms of the present situation, which contains the theoretical knowledge is simple, and the lack of practical exploration activities, which limits the teaching effect, also against students to improve their learning ability. Most of the students cannot combine practical skills and theoretical knowledge, because of this, applied undergraduate colleges and universities must change talent training mode, clear the development of social demand, focus on improving students' professional technology, because of this, this article brief analysis applied the present situation of logistics talent management mode, and put forward the corresponding talent training measures, provide corresponding reference for the logistics work in the future.

Keywords: New liberal arts; Application-oriented; Logistics management

With the rapid development of the logistics industry, the current social demand for logistics talents has also been improved. In view of this phenomenon, under the background of new liberal arts, application-oriented undergraduate colleges must focus on updating the logistics management talent training system, clarify the development needs of the society, and make corresponding changes on this basis. At the same time, the school must also clarify the development trend of the logistics industry, promote students to understand the characteristics of the logistics management major, and carry out their own planning. Finally, relevant colleges and universities should also optimize the teaching staff, increase the school-enterprise cooperation, and effectively improve the quality of talent training through these ways.

1. The Current Situation of Application-oriented Undergraduate Logistics Management Talent Training Mode

1.1 Still Apply the Traditional Curriculum Methods, Neglect to Cultivate Students' Practical Ability

With the rapid development of the society, Today's logistics industry has also achieved great success, At the same time, various information technologies have also emerged, Businesses are also visible everywhere, Because of this, If the applied undergraduate college wants to improve the level of students majoring in logistics management, We must combine the modern logistics technology with the teaching content, Effectively cultivate students' practical ability, At the same time, students can also broaden their horizons in the process, divergent thinking, But, in practical terms, Most universities do not focus on cultivating students' practical ability, Ignoring the cooperation with companies, Students neither understand the theoretical knowledge in the textbook, And have no clear understanding of the concept of modern logistics technology, This also leads to the students' learning effect can not be improved^[1].

1.2 The Curriculum Model Needs to be Updated

In the current application-oriented undergraduate universities, Although most colleges and universities have logistics management majors, But there are too many professional courses offered, This also side increases the difficulty of teaching for teachers, And the course content of logistics management major is more complex, This can also cause knowledge repetition phenomenon, Students also find it harder to learn, Students' learning pressure will also increase, besides, In the teaching process of logistics management major, Teachers

neglect to explain practical knowledge in the actual teaching, Although the students have learned the theoretical content of the book, But the lack of practical ability, The main reason for these problems is that the relevant universities have not configured the corresponding laboratory, Without giving the students the opportunity to explore independently, Students also lack a practical platform^[2]。

2. Logistics Management Talent Training Path of Application-oriented Undergraduate Universities

2.1 Strengthen the Construction of the Teaching Staff

In the context of new liberal arts, if application-oriented undergraduate colleges want to promote the training effect of logistics management talents, they must focus on improving the level of teachers. In actual teaching, teachers must focus on improving their professional ability. For example, the school can organize teachers to study in logistics enterprises^[3]. At the same time, young teachers can also go to enterprises to practice, and this way can effectively enrich teachers' industry experience. At the same time, teachers can also learn other knowledge in enterprises, and make students gain more knowledge. In addition, for young teachers, schools should also increase training efforts to stimulate the potential of young teachers. In addition, the school also should increase and the connection between logistics management enterprises, through the way of university-enterprise cooperation, encourage college scholars or enterprise experts to carry out the corresponding lectures, seminars, encourage students to the new concept, new knowledge has a deep and comprehensive understanding, teachers also want to communicate with enterprise managers, clear job requirements, provide convenience for students' learning. Finally, in the actual teaching, teachers should also enrich and improve the teaching content, focus on improving students' learning level, and at the same time, adjust the difficulty of the course appropriately, so as to promote students to be the most suitable for their own teaching methods^[4]。

2.2 Improve the Traditional Curriculum System

The logistics management major of application-oriented undergraduate universities must improve the curriculum system, clarify the educational goal and educational theme. With the rapid development of The Times, Most applied undergraduate universities have also developed platform plus module courses, At the same time, it also shows the development direction of logistics management major, But the logistics industry is growing very fast, So schools must always understand the dynamics of society, And timely optimization and adjustment of the internal teaching mode and management environment, In this way, Can promote logistics management talents to better clarify the needs of The Times, Better to adapt to the position, For example, when building a course platform, Can combine basic knowledge with general knowledge, Show the job requirements to the students, Through this model of teaching, Students can also keep abreast of the changes in the market, This also ensures a more stable and balanced logistics majors, With the socioeconomic rise, Schools can also develop specialized courses, So that students can carry out targeted learning activities, Constantly improve their own learning level^[5]。

2.3 Pay Attention to Practical Teaching Links

Practical and scientific is the two major characteristics of logistics management professional, according to this problem, applied undergraduate course colleges and universities must optimize management mode, focus on cultivating students' practical ability, encourage students to combine theoretical knowledge and professional skills, and the undergraduate course college students also to clear practice ability is very important, in the future work is also cannot be ignored. In addition, the school in the construction of teaching facilities, can build laboratory for students, students can be in the laboratory training practical skills, consolidate the professional theoretical knowledge at the same time, also can improve personal level, the connection between increase and the enterprise is also the inevitable result of the development of The Times, schools can in this way to improve personal management mode, to choose related technology of logistics enterprises, students in the enterprise internship can also clear job requirements, understand the work process of the enterprise, for the good work in the enterprise in the future.

2.4 Students Should Make Good Career Planning

In the present applied undergraduate colleges and universities logistics management professional, students must actively enter the training base for practice, in this way can encourage students to combine theoretical knowledge and professional skills, students can also have a deep understanding and thinking, and clear the future career choice, in addition, the higher grade students can participate in simulation practice, in the process of consolidating knowledge, the last senior students can enter the related enterprises to carry out the internship. In this way, students can clear the importance of career planning, in practice, students can also be self assessment, clear

understanding to personal characteristics and personality traits, it can also indicate the direction for the students' future employment, finally the school will increase in teaching career planning and professional guidance, in this way, students can have more exploration of logistics management professional, can make their own career planning, improve the level of personal thought and comprehensive quality^[6]。

3. Conclusion

To sum up, under the background of new liberal arts, applied undergraduate course colleges and universities must focus on change the current logistics management professional personnel training mode, analyze the problems, timely change, students must clear their professional characteristics and career planning, make clear job demand, better adapt to the job. Schools on the basis of clear own actual situation develop complete training strategy, further encourage students to combine theoretical knowledge and practical technology, cultivate practical ability, finally in the teaching activities, teachers must update the teaching idea, improve the teaching mode, encourage students to improve personal level, with the fastest speed to adapt to the society, get better development.

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