

# Research on ideological and political construction of logistics management courses in higher vocational colleges

Zuobin Luo

Guangdong ATV College of Performing Arts, Zhaoqing, Guangdong 526600

**Abstract:** The demand for talents in the new era is not only to have the corresponding professional ability, but also to have the most basic moral quality and ideology. Under this background, the ideological and political reform of curriculum came into being. The ideological and political reform of the curriculum is an important reform of vocational education in China. The main content of the reform is to cultivate students' correct moral concepts and ideology while strengthening the cultivation of students' professional knowledge and skills, which can fully tap the ideological and political elements of professional courses, so as to cultivate professional talents required by the new era. Therefore, this paper focuses on the ideological and political construction of logistics management courses in higher vocational colleges, hoping to find out relevant strategies for ideological and political construction of logistics management courses in higher vocational colleges, which can be used as a reference for other professional courses to carry out curriculum ideological and political construction, and help the effective development of vocational education in China.

**Keywords:** logistics management in higher vocational education; Curriculum ideological and political education; Morality

## Introduction

At present, the teachers of logistics management major in higher vocational colleges in China still attach too much importance to the cultivation of theoretical knowledge and practical skills when teaching, and do not attach great importance to the development of ideological and political courses. Many teachers even do not understand the significance and form of ideological and political courses, which leads to many students graduated from logistics major in higher vocational colleges who have good professional ability and skills but do not have the corresponding professional spirit. The weak competitiveness in society affects the future development of students. Therefore, the teachers of logistics management specialty in higher vocational colleges need to understand the significance of carrying out ideological and political education in the curriculum, really attach importance to the development of ideological and political education in the curriculum, formulate reasonable curriculum ideological and political strategies in combination with the current teaching content and teaching form of logistics specialty in higher vocational colleges, truly realize the purpose of ideological and political construction of logistics management specialty in higher vocational colleges, cultivate logistics management professionals required by society, and promote the development and progress of higher vocational education.

## 1. The Significance of Developing Ideological and Political Courses for Logistics Management Major in Higher Vocational Colleges

### 1.1 Improving the Teaching Quality of Logistics Management

The development of ideological and political courses in logistics management major in higher vocational colleges has played a promoting role in improving the teaching quality of logistics management major. Because of the development of the Internet era and the invasion of foreign cultures, many students have a wrong understanding of professional knowledge learning and future career planning, resulting in a decline in students' learning efficiency and low interest in learning. This situation has seriously affected the development of logistics management teaching in higher vocational colleges. However, carrying out ideological and political courses in the teaching of logistics management major in higher vocational colleges can cultivate students' ability to distinguish right from wrong, enable students to resist some wrong foreign cultures, make students interested in learning professional knowledge and skills, and define their future career goals, so as to improve the teaching quality of logistics management major in higher vocational colleges and promote the good development of vocational education in China.

### 1.2 Meet the talent requirements of social enterprises

With the development of the times, the requirements of social enterprises for talents are becoming higher and higher. Talents with good professional skills and knowledge can no longer meet the requirements of social enterprises for talents. Most social enterprises have begun to have high requirements for the moral quality, values and ideology of talents, and once they fail to meet the standards, they will not be accepted. The talents with good professional ability and good professional ethics and spirit are the high-quality talents that social enterprises compete for. In view of the changes in the current social situation, the logistics management major in higher vocational colleges also needs to make changes. The ideological and political curriculum is the way to help the logistics management major in higher vocational colleges cultivate high-quality professionals. The logistics management professionals trained by the ideological and political curriculum can meet

the requirements of social enterprises for talents, build a high-quality talent training system, and lay a solid foundation for the future career development of logistics management students in higher vocational colleges.

### **1.3 Complete the ideological and political reform of vocational education curriculum**

Ideological and political curriculum is a vocational education reform carried out by the education department of our country in order to adapt to the development of the times. It aims to break the drawbacks of traditional vocational education for talent training and cultivate professional talents required by the new era. Therefore, it is an attempt to complete the ideological and political reform of vocational education courses in China for the logistics management major in higher vocational education, which can also be used as a reference for other majors to carry out the ideological and political reform of courses. Therefore, the curriculum reform of logistics management major in higher vocational education has fulfilled the requirements of ideological and political reform of vocational education curriculum in China, and promoted the development and progress of vocational education in China.

## **2. Strategy of Ideological and Political Construction of Logistics Management Major in Higher Vocational Colleges**

### **2.1 Introduce life examples and convey correct professionalism**

When carrying out professional teaching, teachers of logistics management in higher vocational colleges can introduce some examples of logistics management in life, so that students can understand the professionalism contained in the story while listening to it, so that students can be convinced by this professionalism, so that they can uphold the same professionalism in their future study and work, and lay a solid spiritual foundation for their future development, This is also one of the effective strategies for the ideological and political construction of higher vocational logistics management major.

When introducing life examples, teachers of logistics management specialty in higher vocational colleges can not only introduce some positive cases, but also introduce some negative cases to explain, so that students can realize what consequences will come from the lack of professionalism and morality. For example, teachers of logistics management in higher vocational colleges can introduce some employees of logistics management posts to participate in unnecessary consumption when making logistics work cost budget for personal gain, thus damaging the interests of enterprises and affecting the development of enterprises. Through such examples, students can realize what kind of professionalism they should have to be truly competent for the corresponding jobs, and what consequences will be brought about once their professionalism is missing. In addition to introducing social life examples, teachers of logistics management specialty in higher vocational colleges can also introduce examples around students, introduce some student cases that adhere to good professionalism such as conscientiousness and carefulness in learning and practice, and set spiritual examples for other students, so as to better convey the professionalism and achieve the goal of developing curriculum ideology in logistics management specialty in higher vocational colleges. Therefore, the reasonable introduction of life examples is an effective strategy to convey the correct professionalism to the students of logistics management major in higher vocational colleges, which can help more students understand the meaning of professionalism, learn the conditions for professionalism, ultimately achieve the teaching purpose of cultivating students' professionalism, and promote the ideological and political reform of the curriculum of logistics management major in higher vocational colleges.

### **2.2 Combine the teaching content and excavate the professional ideological and political elements**

The teachers of logistics management specialty in higher vocational colleges should also combine the teaching content to carry out the ideological and political education of the curriculum, and reasonably display the ideological and political elements contained in the teaching content of logistics management specialty, so that students can understand the ideological and political elements contained in the knowledge while learning professional knowledge, and finally achieve the teaching purpose of cultivating students' correct moral concepts and ideology, so that students can become professional talents required by society. However, in order to achieve this effect, teachers of logistics management specialty in higher vocational colleges need to have a deep grasp of the teaching content, so as to truly tap the ideological and political elements contained in professional knowledge and achieve the goal of curriculum reform of logistics management specialty in higher vocational colleges.

Many teaching contents of logistics management major in higher vocational colleges contain rich ideological and political elements. As long as teachers of logistics management major in higher vocational colleges can explore and design carefully, they can effectively express the ideological and political elements contained in professional knowledge, so as to help students improve their moral quality and establish correct values. For example, when the teachers of logistics management major in higher vocational colleges are teaching the part of "transportation management", they can simulate the transportation situation under different road conditions and different climates, and let students make corresponding transportation plans. In this way, we can examine the students' mastery of professional knowledge and their seriousness in work. After the students have formulated the corresponding transportation management plan, the teachers can point out the loopholes and deficiencies according to the students' plan, so that the students can realize the loopholes in their professional knowledge

learning, and then make up for them. In addition, the teachers of logistics management in higher vocational colleges can also predict the transportation management plans made by students, list the negative effects and economic losses caused by such transportation plans one by one, so that students can truly realize that they need to hold a serious and careful attitude and sense of responsibility in their study and work, so that they can truly master knowledge and skills and be competent for corresponding posts on the future career development path. In addition to transportation management, there are many other teaching contents that can tap the ideological and political elements to promote the curriculum reform of logistics management in higher vocational colleges. For example, when teaching the knowledge of “warehouse management”, the teachers of logistics management specialty in higher vocational colleges can say that once there is no reasonable division of areas in warehouse management, it will lead to insufficient use of site resources, unnecessary economic investment, and affect the economic development of enterprises. In this way, students can realize that only when they have a sense of responsibility can they do a good job in warehouse planning and maximize the interests of enterprises, which is also one of their own market competitive advantages. Therefore, combining the teaching content to excavate the professional ideological and political elements is also the reform and progress of the logistics management major in higher vocational colleges.

### **2.3 Carry out practical activities to establish correct moral character**

In order to better promote the ideological and political development of the curriculum, the logistics management major in higher vocational colleges cannot devote all its energy to ideological propaganda and knowledge teaching. It also needs to combine some practical activities to better enable students to understand what is the correct moral concept and ideology, and finally achieve the goal of establishing students' correct moral education. Therefore, the teachers of logistics management specialty in higher vocational colleges should set up some ideological and political theme practice activities in combination with the teaching content, so that students can establish correct moral character in the practice activities, better display the ideological and political effect of the curriculum, and lay a solid foundation for the construction of high-quality talent training system in higher vocational colleges.

When designing practical activities, teachers of logistics management specialty in higher vocational colleges can consider cooperating with relevant enterprises to expand the scale and effect of practical activities with the help of enterprises, better display the effect of ideological and political courses on the improvement of students' moral quality, and achieve the goal of establishing students' correct moral activities. For example, the teachers of logistics management in higher vocational colleges can lead students to visit the enterprises and have a simple understanding of the posts they will enter in the future. While leading students to visit, the teachers of logistics management in higher vocational colleges can let students enter their posts to practice, which not only enables students to understand the requirements of relevant posts for staff's practical skills and knowledge, but also enables students to realize that the job position is not easy, and their mistakes will affect the operation of the whole department, which is very helpful for cultivating students' professionalism. It is also an effective way to establish students' correct morality. In addition to carrying out practical activities through school enterprise cooperation, some higher vocational colleges that do not have school enterprise cooperation can establish the correct moral character of students by carrying out relevant practical activities on campus, so as to give play to the ideological and political effect of the logistics management professional curriculum in higher vocational colleges. For example, teachers of logistics management in higher vocational colleges can design group cooperation activities to let students form groups freely, and then teachers of logistics in higher vocational colleges can design corresponding project competitions to let students play their professional knowledge and skills in competitions and cooperate with members of the group to complete projects. The teams with fast completion and high quality will be praised and rewarded, and the last teams will be punished. Such a way can not only effectively exercise the students' practical ability, but also cultivate their cooperation ability and team consciousness. This is also one of the effective strategies for the logistics management major in higher vocational colleges to carry out ideological and political courses, which helps students to establish correct moral character.

### **2.4 Strengthen teacher training and improve teachers' ideological and political ability**

The logistics management major in higher vocational colleges wants to carry out ideological and political education, which is based on having a team of teachers with good ideological and political ability, so that teachers can reasonably excavate the ideological and political elements of teaching content, and reasonably design relevant practical activities. All these require teachers to have good ideological and political ability. However, as far as the present is concerned, most of the teachers of logistics management major in higher vocational colleges in China are not strong in ideological and political ability, and cannot formulate relevant ideological and political strategies for teaching content, which is also the key factor hindering the development of curriculum ideological and political education in logistics management major in higher vocational colleges in China. Therefore, we should strengthen the training of teachers of logistics management major in higher vocational colleges, so as to improve their ideological and political ability, and lay a solid foundation for the development of ideological and political courses in the teaching of logistics management major in higher vocational colleges.

In order to improve teachers' ideological and political ability through teacher training, the leaders of higher vocational colleges need to design the training content and form reasonably, so as to display the effect of ideological and political curriculum and promote the development of ideological and political curriculum of logistics management specialty in higher vocational colleges. For example,

the person in charge of higher vocational colleges can invite ideological and political teachers to train teachers of logistics management specialty, so that teachers of logistics management specialty can understand the importance of ideological and political courses, and learn from the training center how to effectively carry out ideological and political courses in logistics management specialty of higher vocational colleges, so as to achieve the teaching purpose of establishing students' correct moral character and professionalism. In addition to strengthening ideological and political training, leaders of higher vocational colleges should also conduct regular ideological and political training tests for teachers, and include the test results in teachers' year-end assessment to stimulate teachers' enthusiasm for learning, so as to effectively improve teachers' ideological and political ability. For example, the person in charge of higher vocational colleges can organize some training examinations every month to judge the training situation of teachers and whether they are serious about receiving training through the examination results. In addition to the examination results included in the year-end assessment of teachers, the person in charge of higher vocational colleges should also include the effect of teachers' ideological and political development in professional teaching in the assessment. Through the questionnaire survey on students, we can learn the way and effect of the teachers of logistics management major in higher vocational colleges to carry out curriculum ideological and political education, so as to score the effect of teachers' curriculum ideological and political education, and then it will be included in the teachers' year-end assessment. Through such training and assessment methods, we can effectively improve the ideological and political ability of teachers of logistics management major in higher vocational colleges, lay a solid foundation for the development of ideological and political courses in logistics management major in higher vocational colleges, cultivate more high-quality logistics management talents, and meet the latest requirements of the new era society for talents.

### 3. Conclusion

In a word, it is the trend of the times and the requirement of the curriculum reform in our country to carry out the ideological and political curriculum for the logistics management major in higher vocational colleges, which has played a positive role in building a high-quality talent training system in higher vocational colleges. However, in order to achieve the expected effect, teachers of logistics management specialty in higher vocational colleges should make strategies from many aspects, including introducing living examples, conveying the correct professionalism, combining teaching content, mining professional ideological and political elements, carrying out practical activities, practicing and building correct morality, strengthening teacher training, and improving teachers' ideological and political ability. As long as the ideological and political strategies of the curriculum are designed reasonably, students' professional knowledge and skills can be cultivated and their good moral character can be established, which will lay a solid ideological foundation for their future development.

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