

Research on the teaching reform path of logistics management major in higher vocational colleges under the background of school enterprise cooperation

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Abstract: With the rapid development of the current domestic economy, the market competition atmosphere of various industries is becoming increasingly fierce, and the requirements and standards of various enterprises for talents are also rising, especially for the logistics management professional jobs. With the optimization and development of the modern logistics system, the logistics industry is also experiencing rapid changes, The core competitiveness and practical ability of corresponding talents have become the focus of attention of various logistics enterprises, which also brings new challenges and huge pressure to the training of logistics management talents in vocational colleges. Higher vocational colleges occupy an important position in China's vocational education and undertake the mission of delivering high-quality talents to the society. They must cultivate the matching degree between students and actual jobs. It is necessary to reach a deep cooperation relationship with relevant enterprises. They focus on training students according to the actual needs of enterprises for professional talents, and reform and improve the college's own teaching system with the overall needs of enterprises and industries as the core guidance, Continuously improve the quality of professional training. This paper takes the teaching of logistics management major in higher vocational colleges as the main content, takes the cooperation between schools and enterprises as the starting point, elaborates on the reform of its professional teaching, and puts forward several implementation paths for the reference of the insiders.

Keywords: School enterprise cooperation; Vocational school; Major in Logistics management; Reform in education; Route

With the construction of a modern society, especially with the rise of major e-commerce platforms, the logistics industry has ushered in a golden period of development, which has rapidly expanded the scale of the industry in just a few years. At present, the logistics industry still has a large space for development, but the logistics management students trained by some higher vocational colleges do not match the needs of enterprises for talents, which requires all higher vocational colleges to carry out in-depth cooperation for school enterprise cooperation, reform the teaching mode, and ensure the practicality of talents. In higher vocational colleges, logistics management is a relatively popular major with strong practicality. At the same time, the theoretical basis is also very important, which is the core guidance of practice. With the ever-changing market environment, enterprises have increasingly high requirements for logistics management professionals. From the previous requirement that students must have strong theoretical knowledge and practical ability, to the present, students are required to keep pace with the times, keep up with the speed of enterprise development, and gradually improve their requirements for comprehensive quality. Based on this, students majoring in logistics management in higher vocational colleges should not only have solid basic theoretical knowledge, but also have strong practical and application abilities, be able to comprehensively integrate the learned knowledge, operate the logistics system skillfully, and actively learn various kinds of logistics software available on the market under the guidance of teachers, help enterprises develop through the practical operation of the logistics system, and effectively solve the actual problems of enterprises, This requires higher vocational colleges to strengthen students' comprehensive ability when teaching logistics management majors, not only to strengthen their basic theoretical knowledge of logistics management majors, but also to broaden students' horizons, deepen their understanding of the logistics field, build a scientific, reasonable and effective teaching system according to the actual needs of enterprises, and integrate the concept of school enterprise cooperation into the training program of logistics management professionals, Put it into practice.

1. Concept of school enterprise cooperation

School enterprise cooperation refers to the education mode of good cooperation between schools and enterprises in order to cultivate higher quality talents, while the deep concept of school enterprise cooperation refers to the further cooperation between schools and enterprises on the premise of basic cooperation, starting from the innovation of teaching means, to achieve the goal of higher quality talent training, which is consistent with the development of the times, and to build a scientific talent training system. In the process of school enterprise cooperation, both parties should have consistent attitudes towards talent training. In the process of cooperation, both parties should also ensure their respective interests. Through the mutual penetration of resources, a sustainable and stable cooperation relationship should be formed to make the talent training system more perfect. Therefore, when higher vocational colleges carry out teaching reform through school enterprise cooperation, they should sign agreements based on their specific contents, respect the systems and wishes of both sides in teaching reform, and give full play to the real value of school enterprise cooperation.

2. The Importance of Teaching Reform of Logistics Management under the Background of School Enterprise Cooperation

2.1 Effectively improve the professional teaching plan

First of all, from the perspective of the current teaching system of the logistics management major in most higher vocational colleges, the lack of insight into the rapid changes in the market environment and the lack of capture of advanced information in the industry has led to a certain lag in the teaching content, and the students trained can not adapt to the development of the times, resulting in difficult employment. Secondly, the establishment of teaching objectives of this major also lacks the accuracy of benchmarking with the market, which is difficult to meet the requirements of relevant logistics enterprises for talents. Therefore, it is necessary for higher vocational colleges to take the cooperation between schools and enterprises as the main starting point, so that enterprises can become the media for students to connect with the development of the industry. Through the cooperation between schools and enterprises, on the one hand, the timeliness of talent training can be achieved through enterprises, and on the other hand, a large number of backbone talents can be delivered to enterprises to form a win-win situation of mutual benefit. Under this cooperation mode, the teachers of logistics management specialty in higher vocational colleges can also use this mode to improve their teaching plans and constantly change them in real time to catch up with the rapid development of the logistics industry. In addition, when cultivating talents, the school should take the demand for talents from the actual position of the enterprise as the training direction, so that students can obtain employment immediately after graduation, complete the efficient connection, and improve the employment rate and establish a good reputation of higher vocational colleges while improving the practicability of students' majors.

2.2 Improve the stability of talents

In the process of school enterprise cooperation in the past, the loss rate of logistics management talents was relatively high. However, after school enterprise cooperation, we have a scientific and reasonable talent training system. We have achieved refined management for the training of talents and determined their future employment direction. This model can promote the reform of logistics management teaching and build a new system for talent training. In enterprises, brain drain and recruitment difficulties are the most common problems in their daily management. Under the mode of school enterprise cooperation, the stability of talents has been greatly improved through the reform of the teaching system. By effectively improving the quality of talents, not only the teaching quality of logistics management has been improved, but also the talent vacancy of enterprises has been made up. This can be said to be a new trend of getting more with one move. In a word, school enterprise cooperation can effectively reduce the brain drain, which is of great benefit to both vocational colleges and enterprises.

2.3 Effectively improve the enthusiasm of enterprises

Generally speaking, higher vocational colleges are more active than enterprises in school enterprise cooperation. As far as enterprises are concerned, economic benefits have always been put in the first place. This has led to the fact that when students are practicing in enterprises, the staff of enterprises are working on their posts without much energy and guidance, resulting in the unsatisfactory effect of students' practice. At the same time, because students' professional knowledge and practical ability are not enough, they cannot participate in the actual logistics work of enterprises, nor can they effectively solve practical problems. Therefore, whether from the perspective of economic efficiency or work efficiency, the attitude of enterprises towards student training tends to be inactive. In the school enterprise cooperation mode, higher vocational colleges and enterprises will sign agreements under the supervision of government departments, reach the goal of practice training, promote enterprise professionals to become instructors for students, effectively improve their practical ability, let students participate in the work of the enterprise financial system, open the order mode, let students directly enter the enterprise after graduation, and reduce the loss of enterprise economic benefits, Improve the enthusiasm of enterprises in school enterprise cooperation. Only after enterprises' enthusiasm in school enterprise cooperation has been improved, can the teaching reform of logistics management major in higher vocational colleges make substantial progress and achieve good results.

3. Teaching reform path of logistics management major in higher vocational colleges under the background of school enterprise cooperation

3.1 Determine professional teaching policies and objectives

When carrying out the school enterprise cooperation teaching reform, students should be placed in the main position. To some extent, the significance of higher education is to provide students with high-quality education services. Both the purpose of the college and the teaching direction need to focus on students. Therefore, before the cooperation between higher vocational colleges and enterprises, it is necessary to confirm the position of students in the school enterprise cooperation and teaching reform, so that the later cooperation mode and teaching reform can have a target. For higher vocational colleges, in the context of school enterprise cooperation, in particular, to determine

the teaching policy and teaching objectives of the logistics management major from the perspective of enterprises, we must fully consider the teaching philosophy of the school and the business strategy of the enterprise, and meet multiple needs at the same time, so that schools, enterprises, students, society and the entire logistics industry can benefit from the teaching reform under this cooperation model. On this basis, the teaching system should be adjusted and optimized. The school enterprise cooperation mainly improves the students' logistics practice ability, strengthens the students' core competitiveness, and takes this as the center to carry out the system construction of teaching policies and objectives, laying a solid foundation for professional talent training.

3.2 Constructing a Systematic Teaching System of Practical Training Courses

The practical training course plays a very important role in the teaching reform of logistics management specialty with the help of school enterprise cooperation. On this basis, higher vocational colleges should build a systematic teaching system to maximize the value of practical training courses. Higher vocational colleges should also fully understand their own development status, the teaching effect of logistics management major and the needs of enterprises for professional talents, so that during the construction process of practical training courses, the training courses can match the enterprise standards, and keep active communication and consultation with enterprises, so as to cultivate talents who meet the needs of enterprises well. In addition to providing logistics management talents with solid basic capabilities, It also has strong practical skills to promote the comprehensive development of logistics management talents. In addition to building the teaching system of practical training courses, higher vocational colleges can also introduce logistics professional qualification certificates, logistics professional guidance standards, etc. in the process of school enterprise cooperation, integrate the basic professional standards of logistics teachers into the talent training, and take this as a starting point to achieve the reform of logistics management professional teaching, develop a "post oriented" teaching model with enterprises, and take it as the top-level guiding ideology of the specialty, To ensure the final effect of school enterprise cooperation.

3.3 Improve the enthusiasm of enterprises to participate in curriculum construction

If the teaching of logistics management specialty in higher vocational colleges wants to promote the teaching reform through school enterprise cooperation, it is necessary to focus on the scientific, rational and advanced curriculum construction of the specialty, and emphasize the "internal skill" cultivation of the specialty, so as to enhance the willingness of enterprises to participate. In the actual cooperation between schools and enterprises, higher vocational colleges should fully demonstrate their own value and advantages. With the help of government subsidies for school enterprise cooperation and their own investment in talent training, they should try to give enterprises some feedback, or directly sign orders with enterprises to send a large number of high-quality talents to enterprises, so that enterprises can benefit from the cooperation process, It also allows them to see the significance and role of school enterprise cooperation on enterprise development, and actively participate in the course construction, complete the recruitment of high-quality talents, so that the enterprise's talent flow enters a virtuous circle. During this period, higher vocational colleges should also organize a special team of teachers to actively learn the advanced concepts of enterprises, bring the frontier information of logistics into the school, and maximize the enthusiasm of cooperation between enterprises and schools by strengthening themselves to attract others.

3.4 Benchmark professional posts and cultivate skill elements

Through the mode of school enterprise cooperation in production and teaching integration, the teachers of logistics management specialty should conduct a detailed investigation on the specific positions targeted by the specialty. They can cooperate with relevant experts in the joint investigation, refine the requirements for professional ability elements in the work process of relevant positions, and make them into courseware to assist the design of teachers' teaching plans, and apply them in the teaching process by category. The logistics management specialty includes logistics specialists, logistics engineering, warehouse management, warehouse management, logistics scheduling, logistics planning, logistics management, logistics operation and other posts. Through research, we know the enterprise's talent needs, that is, in addition to requiring relevant talents to master the basic knowledge related to logistics, they should also have comprehensive professional qualities, such as having a deep understanding of modern comprehensive logistics and the same understanding of all aspects of logistics business, Have a forward-looking view on logistics business. Generally speaking, the comprehensive quality of students majoring in logistics management is that students should not only know professional knowledge, but also be able to jump out of the scope of professional knowledge, stand in the perspective of enterprise development, and take this concept as the guiding ideology of work, so as to achieve the maximum value of logistics work. In a word, in the teaching reform under the cooperation between schools and enterprises, teachers of logistics management should strengthen the link with enterprises and implement the cooperation between schools and enterprises.

3.5 Establish evaluation system and improve talent quality

In the traditional evaluation mechanism of logistics management major in higher vocational colleges, teachers pay more attention to students' theoretical knowledge and basic ability, and pay less attention to students' practice. For logistics management major, which is a

professional course with strong practicality, a reasonable evaluation system can effectively promote students' professional ability. In the context of school enterprise cooperation, the logistics management specialty should carry out specific promotion work with the help of the integration of industry and education. Teachers can build a complete professional evaluation system with the advantages of school enterprise cooperation. In the specific evaluation process, teachers are mainly responsible for the evaluation of students' theoretical knowledge and basic abilities, while enterprises are responsible for the evaluation of students' practical activities, so as to improve students' professional level in many ways in this "double evaluation" way. First of all, in terms of the evaluation of theoretical knowledge and basic abilities, teachers should have some understanding of the overall actual situation of students, and conduct a comprehensive evaluation of students before teaching, during teaching, and after teaching to adjust their common advantages and disadvantages. In addition, teachers should also carry out one-to-one evaluation for some students, so that students can accurately understand their own shortcomings and correct them in time. Secondly, in terms of evaluation of practical activities, teachers should work with the management of the enterprise to timely comment on and score students' works after their practice, point out their advantages and disadvantages, and give relevant optimization suggestions. Finally, in the evaluation and assessment process, both teachers and enterprise managers should conduct a comprehensive assessment of students, so that students can clearly understand the important value of professionalism for enterprise development, deepen the exploration in this regard in the follow-up cooperation, and comprehensively improve their professional quality.

To sum up, the teaching reform of logistics management major in higher vocational colleges under the background of school enterprise cooperation is of great benefit to schools, enterprises and students. For schools, school enterprise cooperation can improve the teaching quality of logistics management, make professional teaching targeted, and promote students' better employment; For enterprises, school enterprise cooperation can bring them sufficient and high-quality talents and realize the conscience cycle of enterprise development; For students, in the school enterprise cooperation mode, they can obtain more comprehensive personal development space, have strong practical ability, and pave the way for their career.

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