

Analysis on Logistics Management Talents Training in Higher Vocational Colleges in the Era of Entrepreneurship and Innovation

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Abstract

With the continuous progress of society, logistics industry is booming. Under the background of mass entrepreneurship and innovation in the new era, it is very important to train logistics professionals. Higher vocational colleges are the cradle of training professional talents. This paper will focus on how to better train logistics professionals to make a discussion, in order to look forward to using their own views and suggestions for social progress out of a force.

Keywords

The era of entrepreneurship and innovation; Higher vocational colleges; Logistics management; Cultivation of talents.

1. Introduction

With the rapid development of China's economy, online shopping is becoming more and more popular among people, so the logistics industry has become an important industry for development. With the continuous development of logistics industry, the corresponding demand for professional talents is increasing. Most colleges and universities have set up logistics specialty, and the training of logistics specialty in vocational colleges pays more attention to the combination of theory and practice. The social demand for logistics talents is very large, and the employment prospects of logistics major are very broad, so it is more and more attractive for students to register. Therefore, colleges and universities should continue to explore, and it is particularly important to cultivate logistics talents matching the social needs.

2. Development Prospect of Logistics Management in The Era of Innovation and Entrepreneurship

The logistics industry is in an important period of opportunity in China. The advent of the era of mass entrepreneurship and innovation has brought new opportunities to the logistics industry. To expand sales channels and open more consumer markets, the industry must combine logistics, so the logistics industry takes advantage of the trend, which is both a development opportunity and a new challenge. Under the catalysis of challenges, intelligent logistics has gained development space, and there are some logistics enterprises based on platforms, providing cooperation opportunities for merchants and logistics, which is more in line with the development needs of The Times. The combination of Internet and logistics has enhanced the development space of the industry, but also increased opportunities; The good linkage between online and offline has promoted the development of logistics industry. In this context, the logistics management industry is more eager for excellent talents. Colleges and universities should closely combine the development status of the industry and talent demand

to train students, increase the employment prospects of students, and promote the pace of the logistics industry.

3. The Era of Entrepreneurship and Innovation Puts Forward New Requirements for Logistics Management Talents

3.1. The Logistics Management Talents Trained by Higher Vocational Colleges Should Have the Consciousness of Innovation and Entrepreneurship

In the era of innovation and entrepreneurship, there is no fixed form of entrepreneurship. This era is full of challenges and opportunities, and any crazy idea may be realized. People can learn from the successful operation mode, which is also a relatively labor-saving method, and it is the method that people use more. Higher vocational colleges are the main position to train professional talents, and many of the main forces of the future industry will go out from this cradle. Therefore, attention should be paid to "entrepreneurship and innovation" consciousness in the training of logistics students, so that students can have a deep understanding of the relationship between entrepreneurship and innovation, encourage students to entrepreneurship and innovation, and provide appropriate support for students' entrepreneurship and innovation. So as to cultivate more excellent logistics professionals, and make these talents conform to the trend of The Times, with entrepreneurship and innovation consciousness.

3.2. Logistics Management Talents Trained by Higher Vocational Colleges Should Keep Up with The Trend and Master the New Technology

With the rapid development of The Times, the means of operation of various industries are also changing. The application of big data in the logistics industry is more and more extensive, and cloud services continue to emerge, and play an important role in the logistics industry security services. Higher vocational colleges should pay attention to the popularization of new technology in logistics management personnel training, introduce new technology training rooms in line with the requirements of The Times, promote students to have a deep understanding of the logistics industry, walk in the forefront of the industry, improve their own professional driving force. If you want to develop better and faster in the logistics industry, you must master the new trend of the industry development, and Internet technology is a necessary skill. It is also convenient for students to open the door to the new world and discover new business opportunities in the process of learning new technologies, so as to be more agile on the path of innovation and entrepreneurship.

4. Optimization strategy of training logistics management talents in higher Vocational Colleges in the era of innovation and entrepreneurship

4.1. Pay Attention to Cultivating Students' Craftsman Spirit

Any industry to get long-term development, should have the spirit of craftsmen, logistics industry is the same. Higher vocational colleges not only need to teach students professional skills, but also need to guide students' ideology, so that they can develop towards the direction of long-term progress. Engaged in the logistics industry requires responsibility and dedication, we constantly discuss the development of the logistics industry has broad prospects, but any industry has its hardships. Teachers should let students have a clear understanding of this industry as early as possible, which is the only way for students to become professional in logistics management. Logistics is an interdisciplinary, logistics industry is not a single system, it is connected with all walks of life, and logistics industry is not everyone can be engaged in,

there is a certain threshold, logistics professional manager is the need for craftsman spirit. Colleges and universities towards this goal to train students, can further enhance the level of the industry.

4.2. Optimize Basic Teaching Facilities to Lay A Foundation for Better Teaching

Colleges and universities should increase the curriculum system of innovative and entrepreneurial talents in the training of students. From the perspective of students' own development, they need to acquire excellent professional knowledge through learning if they want to go further in the professional field. From the perspective of the development of the industry, it is necessary to constantly update technology and introduce more professional teams. Higher vocational colleges can add elective courses of logistics operation in school, so that students can better understand the mode behind the logistics industry and deeply think about their future development direction. Only by understanding the industry first can they approach entrepreneurship, and only by understanding the traditional operation mode can they constantly bring forth the new and innovate the new mode. The school launched logistics business model courses, in-depth analysis of some typical enterprise operation model, to provide interested students with a learning platform. In addition, modern technology should be combined in the classroom and micro courses should be introduced to increase students' choice space. For logistics management industry to make efforts to cultivate talents, optimize teaching facilities and teaching resources, to achieve efficient teaching.

4.3. Strengthen School-enterprise Cooperation and Build A "Double Teacher Quality" Team

Logistics management is a professional discipline. In order to let students know more about the industry, colleges and universities can hire professionals in the industry to teach part-time. Hire one or more influential leaders in the industry to form a double team with school teachers, give full play to the leading role of industry leaders, and bring high quality corporate culture into the campus. Enterprise leaders can introduce to students directly in class, bringing the most direct impact to students. It can also be shared among the teacher team to synchronize the updated enterprise spirit with the professional teachers, and then the teachers can be integrated into the class and popularized to the students. At the same time, teachers in the school should also practice in enterprises during winter and summer holidays to experience the development and actual operation process of the logistics industry, obtain relevant training and professional title certificates, and then teach students. Through the combination of theory and practice, students' understanding and practical application ability can be improved. Therefore, having high quality Double Teacher Quality is an important way to cultivate high quality logistics management talents.

4.4. Introduce Educational Reform Programs to Enhance Students' Understanding of Enterprises

Reasonable improvement of students in school training projects, to achieve the organic combination of campus and off-campus. Pilot projects can be carried out with cooperative enterprises to cultivate corresponding talents according to the needs of enterprises. In the first year, students will mainly study at school, so that they can steadfastly learn theoretical knowledge of logistics, visit enterprises, carry out corresponding professional lectures and other projects, and improve their professional quality. In the second year, students can have in-depth training with enterprises. Apprenticeship system can be adopted. Students study alternately between the school and enterprises, and they can go to enterprises for internship and study in vacations. In the third year, students can focus on enterprise training, and students can have in-depth job rotation experience in enterprises to increase their understanding of logistics industry.

4.5. Multi-cooperation, Integration of Industry and Education

Higher vocational colleges want to improve the training of logistics management professionals, which can promote the integration of industry and education. The association of industry and education with the participation of many enterprises is set up to connect each enterprise with the school and provide a platform for the communication of each enterprise. Jointly establish criteria for the needs of professionals, and fully integrate schools in the teaching process. The establishment of the industry-education association can expand the scope of participation, which also allows the school to be deeply involved in the enterprise, increasing the sense of gain of participants, and thus full of confidence in school-enterprise cooperation. In order to ensure the quality of the school after the training of professional personnel.

4.6. Establish Supervision Mechanism, Promote Talent Output Quality

Colleges and universities must have a system for the training of logistics management professionals, so they can retain the data in the process of talent training programs. And after the students deeply into the enterprise and professional tracking investigation, observation and analysis of students' development trajectory, to provide materials for better innovative teaching. This is a long-term process, and new technologies can be applied to the talent cultivation process, such as adopting big data to record the growth of students. You can also apply to the professional certification department to evaluate the training of this major, so as to promote the teaching effect and further ensure the output quality of professional talents.

5. Conclusion

Under the background of entrepreneurship and innovation, higher vocational colleges need to constantly explore the methods of training logistics management professionals. Colleges and universities need to pay attention not only to students' professional skills, but also to their moral character to provide high-quality talents for the industry. The era of innovation and entrepreneurship is full of challenges and opportunities. As a young person, we need to be full of passion and love and firmly move towards a better future.

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