

Research on the Integrated Application-Oriented Talent Training Mode of Post, Course, Certificate and Competition for Modern Logistics Management specialty in Higher Vocational Colleges

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Abstract: This article analysis the higher vocational logistics management in modern logistics problems of professional personnel training mode, and from the government, industry, enterprise, college four dimensions of modern logistics management professional lesson "Post, Course, Certificate and Competition" integration of applied talents training mode has carried on the exploration, constructs the enterprise post ability and college curriculum integration development pattern, line enterprise colleges' lesson multi-level fusion model, The cultivation mode system of post course certificate competition with multi-level competition and curriculum integration mode of government, enterprise and college.

1. Introduction

Modern logistics management is the important part in the national economic development, modern logistics professional education is an important part of the national vocational education, modern logistics management personnel's professional skills and quality is directly related to the national economy sustainable development effectively, the full implementation of binary national strategy of economic development, modern logistics vocational education responsibility is significant. In order to further implement the spirit of the National Vocational Education Conference and promote the high-quality development of modern logistics vocational education, it is necessary to strengthen college-enterprise cooperation. Vocational colleges should actively carry out bilateral and multilateral technical cooperation with high-quality enterprises, build technological skill innovation sharing platform, wisdom sharing training base and innovation and

entrepreneurship base. With AI technology, big data, VR technology, cloud computing, chain blocks, such as the further use of high and new technology, modern logistics management in vocational education has great changes have taken place, there is a need for modern logistics management professional in the curriculum, teaching content, teaching means, practical aspects of teaching content and the actual demand of modern logistics enterprise logistics industry development, It is necessary to formulate a set of modern logistics management personnel training mode and corresponding teaching resources and teaching means in accordance with the development needs of modern logistics enterprises. This paper will study how to construct the integrated application-oriented talent training mode of "post, course, certificate and competition" for modern logistics management major in higher vocational colleges.

2. Problems Existing in Training Mode of Modern Logistics Management Professional in Higher Vocational Education

2.1. The Curriculum Does Not Match the Position of the Enterprise

Higher vocational logistics management major in the curriculum and the enterprise actual jobs do not match, especially the course no prospective, unable to meet the demand of enterprise future jobs talent, a lot of future emerging jobs skills course not into the talent training scheme, such as large data analysis, logistics chain block technology, new technologies, such as digital twin technology skills courses, But the traditional warehouse management practice, procurement management practice and other curriculum content still stay in the past people-oriented operation skills teaching content.

2.2. There is a Big Gap Between the Practical Skills Training and the Actual Job Skills of the Enterprise

There is a huge gap between the practical training of modern logistics management major in higher vocational colleges and the actual post skill demand of enterprises. First, the training equipment and sites of colleges are inconsistent with the real work scenes of enterprises. Second, the training teachers do not have actual working experience and post skills, and the teaching is mainly based on books; Thirdly, there is a big gap between the practical training materials and the actual job skills training content of enterprises, which leads to the inconsistency between the practical training skills of students and the actual job skills of enterprises. [1-7].

2.3. College-Enterprise Cooperation Is Not Deep And Practice

The modern logistics management major of higher vocational colleges has carried out college-enterprise cooperation with many domestic logistics enterprises, but the depth of cooperation is not enough and the content of cooperation is not real. University-enterprise cooperation most still remain in the agreement, employment and field work, there is no real in the formulation of talents training target, curriculum setting, teaching material use, training content, evaluation on effective in-depth cooperation, reasons: one is the enterprise due to its own sake, are reluctant to invest too much manpower and financial resources in university-enterprise cooperation; Second, due to its own teaching needs and regulations, the college can not meet the requirements of enterprises for joint training of talents; Third, the lack of effective incentive mechanism in national policies makes colleges and enterprises have no motivation and guarantee for cooperation.

2.4. The Combination of Competition and Daily Teaching is Insufficient and the Forms Are Few

There are many problems in the combination of daily teaching and competition in modern logistics management major in higher vocational colleges. First, the competition content is disconnected from the daily teaching content. Second, competition training is usually only for a small number of students, the vast majority of students can not participate in the competition training and training; Third, there are few kinds and forms of competitions. Due to the arrangement of professional teaching tasks and heavy teaching tasks, there are few innovations in competitions and few teaching contents. Many curriculum competitions are seldom carried out, which is not conducive to improving students' learning enthusiasm and teaching effect[8-13].

2.5. The Assessment Does Not Match the Vocational Skill Certification

Evaluation in modern logistics management specialty in higher vocational institute is given priority to with books teaching content, not to give priority to with enterprise post ability demand, combined with vocational skills certification for students learning effect evaluation and examination, as a result, students learn the content of the post actual pick off with the enterprise, in order to pass the difficult employment vocational skills certification; Thus the employment competitiveness of students decreased.

3. Construction of Integrated Application-Oriented Talent Training Mode of "Post Course Certificate Competition" for Modern Logistics Management Specialty in Higher Vocational Colleges

3.1. The Integrated Development Mode of Enterprise Post Ability and College Curriculum Teaching

The core of vocational education is to train students' post skills and enhance the employment competition of learning; This requires the modern logistics management major in the curriculum setting must be consistent with the actual job skills needs of enterprises, and has a certain forward-looking; One is through college-enterprise cooperation, through the enterprise guidance college to set up the curriculum, and provide enterprise skills for the corresponding content of teaching and training guidance; Second, the college should visit enterprises regularly or irregularly to investigate their post skill development needs, so as to adjust the curriculum to meet the future post ability needs; Third, enterprises and colleges should regularly carry out staff exchanges, job rotation, and other activities to improve the teaching ability of enterprise personnel and teachers' enterprise post skills; From the aspect of promoting the effective integration of post and course teaching, enhance the employment competitiveness of students. As shown in Figure1, Diagram of integrated development model of enterprise post ability and school curriculum teaching is shown.

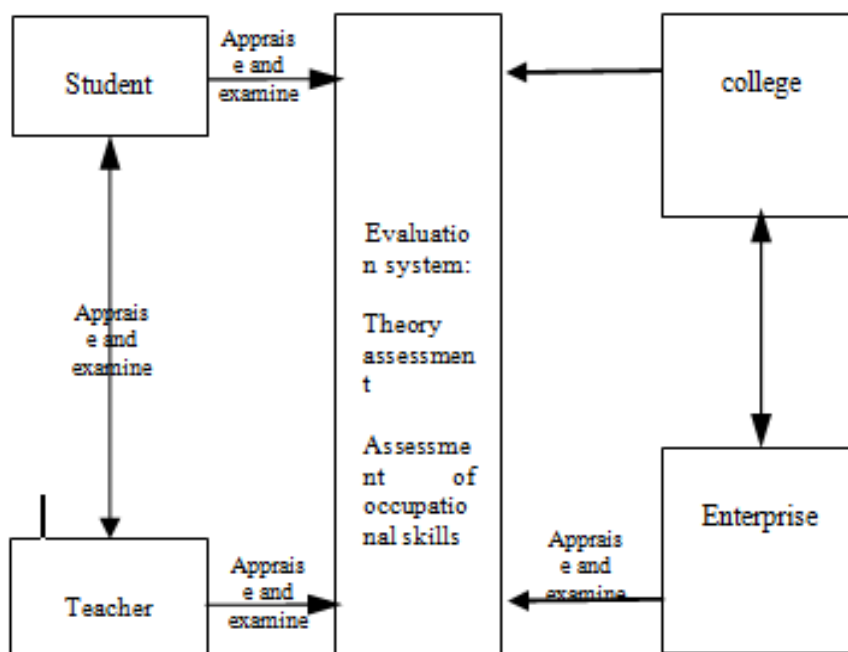


Figure 1. Diagram of integrated development model of enterprise post ability and school curriculum teaching

3.2. Multi-level Course Certificate Integration Model of Government, Industry, Enterprise And College

The core evaluation of the training quality of modern logistics management talents and the employment competitiveness of students in higher vocational colleges is determined by the vocational skills certificates obtained by students. At present, the state has launched a variety of professional skills and other certificates and evaluation system, among which the "1+X" certificate system is a very targeted evaluation evaluation system for vocational education skills grade evaluation. Students can obtain different skill level certificates through corresponding training according to their personal interests, expertise and employment demand, so as to improve their job skills and employment competitiveness; First, the government level guides the industry and enterprises to carry out logistics related vocational skills certificate declaration and training assessment, so as to establish the social identity of vocational certificates from the government level; Second, all kinds of logistics industry associations and societies should carry out the declaration of all kinds of logistics vocational skill level certificates, as well as the corresponding training assessment measures, so as to establish the recognition of vocational skill level certificates in the industry from the industry level; Third, logistics enterprises should carry out a variety of professional logistics post skills competition, as well as a variety of incentive measures matching the competition, such as: enterprise post skills certification, recruitment and employment priority, bonus, so as to establish the identity of vocational education in the enterprise from the enterprise level; Fourthly, colleges should carry out various course competitions for logistics majors, as well as various incentive measures matching the course competitions, such as extra points for examinations, excellent evaluation and scholarships, so as to improve students' learning enthusiasm and teaching effect from the college level. As shown in Figure2, Multi-level course certificate integration model diagram of government, industry, enterprise and school is shown.

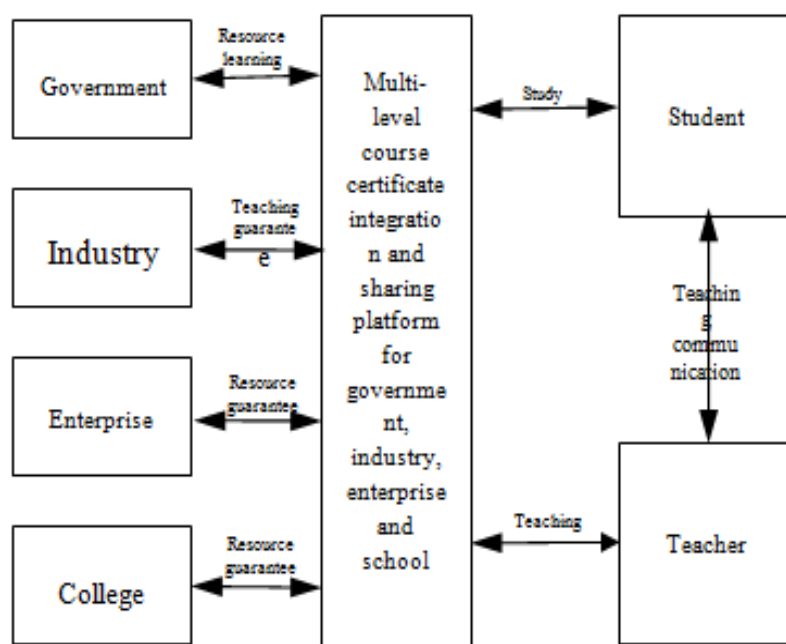


Figure 2. Multi-level course certificate integration model diagram of government, industry, enterprise and school

3.3. Multi-level competition and curriculum integration model of government, industry, enterprise and college

"In order to promote learning, in order to promote teaching" is a modern management in higher vocational colleges professional promotion and to examine the effects of teaching an important means of teaching, through the government, industry, enterprise, college four levels to carry out the competition, as well as the competition matching with various incentive measures, can effectively cultivate students' interest in learning, improve the teaching effect; First, the government level to carry out all kinds of disciplines, professional national, provincial and municipal skills competition, as well as a variety of supporting measures with the competition, such as: college entrance examination exemption, skill level certification, technical expert honorary title, bonus, so as to establish the social identity of vocational education from the government level; Second, all kinds of logistics industry associations and societies should carry out all kinds of logistics professional national skills competition, as well as supporting various incentive measures, such as: skill level certification, honorary title of technical expert, bonus, so as to establish the identity of vocational education in the industry from the industry level; Third, logistics enterprises should carry out a variety of professional logistics post skills competition, as well as a variety of incentive measures matching the competition, such as: enterprise post skills certification, recruitment and employment priority, bonus, so as to establish the identity of vocational education in the enterprise from the enterprise level; Fourthly, colleges should carry out various course competitions for logistics majors, as well as various incentive measures matching the course competitions, such as extra points for examinations, excellent evaluation and scholarships, so as to improve students' learning enthusiasm and teaching effect from the college level. As shown in Figure 3, Multi-level competition and curriculum integration teaching system of government, industry, enterprise and school is shown.

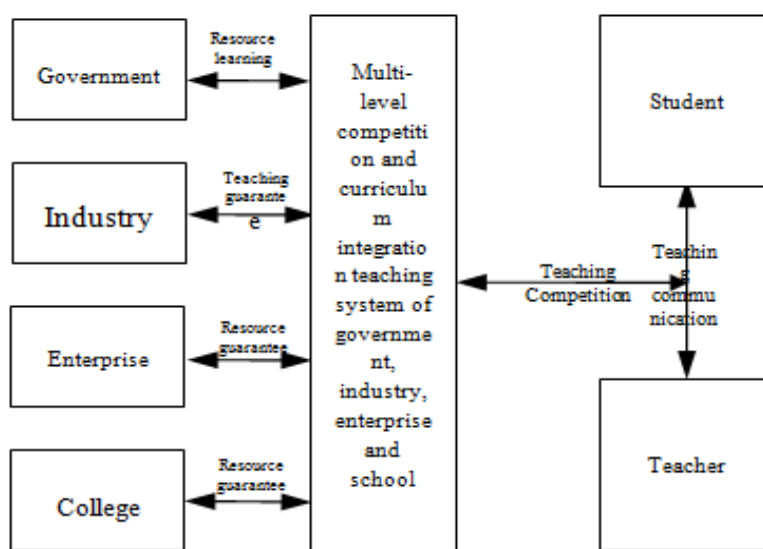


Figure 3. Multi-level competition and curriculum integration teaching system of government, industry, enterprise and school

4. Conclusion

This paper explores the integrated application-oriented talent training mode of "post course certificate competition" for modern logistics management major in higher vocational colleges from four dimensions of government, industry, enterprise and college. This paper analyzes the problems existing in the training mode of modern logistics management talents in higher vocational colleges, and establishes the integration development mode of enterprise post ability and college curriculum teaching, the integration mode of multi-level courses and certificates between government, enterprise and college, and the integration mode of multi-level competitions and courses. The establishment of this training mode system aims to improve the pertinence, adaptability and foresight of teaching through the coordination and sharing of resources of the government, industry, enterprise and college, so as to improve students' job skills and employment competitiveness, and ultimately achieve the high-quality development of modern logistics management professional talent training.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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