

## Research on Training Model for Application - orientated Logistics Undergraduates oriented to market demand in china

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### Abstract

Closely linked to the market demand, training needs of application-orientate logistic professional for enterprises, has become the focus problem that the undergraduate logistics professional needs to break through. The quality requirements of the application-orientated logistics undergraduate was anyzed in this paper. and the weakness of current applied logistics personnel training mode in china was discussed too. At last, the corresponding improvement suggestions were proposed.

### Keywords

Application-orientated logistics undergraduate, training model, market demand, logistics management.

### 1. Introduction

Talent from on macroscopic can be divided into two categories, academic talent and applied talent, academic talent to know the world, found the empirical laws, establish scientific principles, and it isn't related to the social practice and the practical application directly. Applied talent mainly committed to use the scientific principle to rebuild the world, it is by means of collective practice to solve everyday problems and provide material and spiritual wealth for human society. Song Xin (2013) think that logistics talents can be divided into research-oriented, administrative minutiae, application and operating four types, and the social needs of application-orientated logistics undergraduate is large, and it is the key to improve the level of the logistics industry as a whole [1]. They should have some theoretical knowledge and ability to solve practical technical problems. Main engaged in logistics planning, process control and resource scheduling that directly to face reality.

In recent years, with the rapid development of China's logistics industry, the demand gap of the applied logistics personnel is growing. It is expected that China's logistics industry growth rate is about 30% a year, logistics talent gap will reach to 6 million, including applied technology of logistics operation personnel demand for more than 30000 people a year [2]. Therefore, colleges and universities personnel training must confront the demand of communal talent market. For this reason, it is based on the analysis of the market demand for applied logistics undergraduate training, and the demand for the quality of applied personnel as a starting point to explore the problems of Chinese application-orientated logistics undergraduate training and how to build a new training model.

### 2. The Necessity of Cultivating Applied Logistics Undergraduate Talents Based on Market Demand

#### 2.1 Make for Optimizing Educational Resources

Training application-orientated logistics undergraduate only depends on the conditions of the school that has great difficulty, and higher education of logistics starts late in China, basic work is not perfect enough, logistics practice teaching is weak, and relying on teaching material teaching, etc. With the

school-enterprise cooperation, enterprises and society can make educational resources to blend the campus, conducting multi-institutional and multi-modal school system to enhance the quality and effectiveness of logistics teaching. Through the school-enterprise cooperation, the logistics industry can provide off-campus practice base for universities, at the same time its service operation and the allocation of resources advantages into full play [3]. Provide off-campus practice base with more close to the actual situation of the logistics enterprise operation training content, thus effectively guarantee the application-orientated logistics undergraduate training.

## **2.2 Helping Students Perception Changing Market Demand for Logistics Jobs in Advance**

One of the purposes of logistics education is to develop the application-orientated logistics undergraduate for the society. In contemporary education system, colleges and universities must adapt to market changes so that the cultivation of logistics personnel has good adaptability of the market. Review the market demand, can help universities set up programs supporting professional and targeted, were teaching adjustments, and the establishment of the comprehensive ability to apply the model at the core of the teaching system, established logistics personnel training college curriculum. Also, consider the market demand, strengthen schools and logistics industry interoperability and understanding, enabling universities to accept students advance business career concept, perceived market demand for logistics and post capabilities and knowledge, etc., into the professional role as soon as possible to improve their professional responsibility, cultivate a true application-oriented logistics undergraduate.

## **3. Requirements of Logistics Industry Related Enterprises to The Quality of Logistics Professionals**

### **3.1 To Adapt to The Actual Needs of The Enterprise**

The demand of Enterprise is a multi-level, rather than a degree the higher the better. The cultivation of talents should be taken into account in their suitability. That is clearly positioned in the enterprise. If the training of personnel in the enterprise without proper position that is inappropriate, not accord with the requirements of suitability. As qualified and high-quality logistics personnel should have basic knowledge of management, economics, computer science, operations research and other aspects. These knowledge can only through the system of study and practice to master and apply [4].

### **3.2 There Are Strong Practical Capacity Requirements**

Students learn in school is mainly conjectural knowledge, while enterprises pay more attention to the actual ability, namely the level of theoretical knowledge in the practice of enterprises. Knowledge and abilities are different concepts, of course, knowledge is the foundation of the ability, but there is a wealth of theoretical knowledge is not necessarily a strong ability to work [5]. In the future society, the importance of education will decrease, and the importance of ability further improved.

### **3.3 Having Higher Comprehensive Quality**

The comprehensive quality of the professionals including their working ability, learning ability, professional ethics, physical quality, cultural training, innovation, leadership, social skills, initiative and so on. Enterprises are facing with the dynamic environment, the enterprise itself is also a dynamic system, and the use of its personnel is dynamic. Employees may be required to adapt to unique positions, but career advancement, it may be to positions. In order to adapt to the dynamic environment, the logistics enterprises need most are the combination of specialist and generalist inter-disciplinary talent. No specialty (or professional) cannot be called professional, but professionals should also have a wide range of knowledge, from another perspective, as the generalist, so as to adapt to the enterprise wide caliber of talent demand.

### **3.4 Having Strong Ability to Learn**

Changes of Logistics market to make the experience and knowledge are accelerating the rate of depreciation. Learning, application, summary, innovation, beyond is almost the inevitable path to success. And this among them, learning is the absolute basis, whether to have a certain ability to find

out that can also act as an important index of the SMEs to select and cultivate talent. Active learning is motive force which is supporting the SMEs in the sustainable development, distributed in all levels of the organization personnel more active learning, more business through new knowledge and capabilities continue to find their own problems referring to amend their behavior to improve their competitiveness. For example, the actual operations of enterprises, have been involved in carbon emissions, low-carbon logistics and other issues. Can students take an active concerned about the situation, the active charge, take the initiative to make plans for the enterprise that is very important for the future of enterprise practice, and actively adapt to the requirements of low-carbon economy is essential? Only good at learning, will be competition lifetime.

#### **4. The Current Issue of Training Application - Orientated Logistics Undergraduates**

##### **4.1 The Positioning of Training Logistics Undergraduates is Unaccurate**

In this paper, the application-oriented logistics management undergraduate is main focus on the undergraduate academic education from the academic levels of training, different from the master and doctor degrees partial research, decision management talents, also different from the practice of vocational education and training class operating personnel. From the perspective of ability, we should be familiar with the basic theory of logistics and supply chain management, with the basic skills and skills of applying the knowledge to the related business, and have strong learning ability and ability to analyze problems and solve problems. At present, most of China's colleges and universities in the logistics personnel training objectives, there is no accurate positioning.

##### **4.2 Professional Curriculum Unreasonable**

First, the curriculum is more, but not comprehensive, and there is the problem that is scattered and not professional. Due to widely application of logistics management, the Society put forward different requirements for capacity and quality of logistics personnel, enterprises need more specialized personnel. For example: International freight forwarding enterprises need the logistics personnel who know both logistics and understand the logistics of international trade; chain enterprises need a person who knows the management of logistics and distribution center planning proficiently. However, many colleges curriculum phenomenon exists whole and not specifically, the lack of a clear orientation, students trained hard to engage in a highly professional logistics.

Second, the theory of the curriculum are too much, the practice of curriculum is relatively insufficient. The key to application-oriented logistics undergraduate training is to set up the proportion of theoretical curriculum and practical curriculum, the application ability through practical courses. Many colleges and universities because of various reasons, the functional curriculum is a serious problem, cannot achieve the goal of cultivating students' ability to apply.

##### **4.3 The Mode of Practice Teaching is Single**

Practice Teaching is essential for training application-orientated logistics undergraduate. However, China has not formed a sound education system and the logistics mode, whether it is workable teaching or theory teaching is still in the primary stage. Most schools practice teaching mode is single, mainly students to train the practice ability by visiting the logistics enterprises and watching video and other ways. It's difficult that students to grasp the actual application skills.

##### **4.4 The Lack of Standardized Models of School-Enterprise Cooperation**

Current specification school-enterprise cooperation model has not formed, mostly school-enterprise cooperation is to rely on personal connections low levels of short-term cooperation to maintain, the two sides of school-enterprise communication platform has not been established, and the lack of effective coordination mechanisms and cooperation model of school-enterprise cooperation. In the case from the institutional constraints, if the enterprise cannot ensure their own interests, enterprises to participate in school-enterprise cooperation enthusiasm will be greatly undermined.

#### **4.5 The Overall Type of Teacher is Weak**

Training of application-orientated logistics undergraduate, it requires a large number of theoretical and practical thinker and experienced teachers. However, logistics are a relatively new discipline, capable of integrating theory with practice teachers less comprehensive, which became a problem encountered by many start-up logistics professional colleges. Thus, students can only understand the logistics of theoretical knowledge from the surface, it is a challenge for the actual logistics and planning has a deeper understanding and grasp.

### **5. Construction of Training Model for Application - Orientated Logistics Undergraduates Oriented to Market Demand**

#### **5.1 Clearing Talent Training Objectives**

Personnel training goal orientation is to build a talent training program, the core of the operational implementation of teaching. Clear the talent training goal can fully enhance strong points and avoid weaknesses, cultivate their core competitiveness of the talent, to avoid between different institutions in the construction of logistics management professional similar. Generally, it can be based on the industry foundation, school characteristics and professional structure of the support, research and development of the school logistics management qualified personnel training objectives. For example, Shanghai Maritime University, relying on the advantages of port and international maritime transport personnel training, emphasizing the international shipping logistics management personnel training; Shanghai Business School to cultivate business logistics management personnel as the goal, etc.

#### **5.2 Optimize Logistics Teaching System**

First, according to the training objectives of the application-oriented logistics management, the economic development situation and the collective employment needs of the service area are closely integrated, and the training direction of logistics management is reasonably positioned. Second, improving the teaching method, increase the proportion of feasible courses.

#### **5.3 The Establishment of The Practice Teaching Mode of the School-Enterprise Dual Track System**

The key to cultivating applied logistics undergraduate talents is to break through the traditional teaching mode, expand the practice teaching method, establishing the practice teaching mode of the school experiment and practice. Specifically: First, improving the function of the laboratory, strengthen the role of practical teaching. Secondly, to establish practice base, and developing the education model of school-enterprise.

#### **5.4 Innovating the Win-Win Model of School-Enterprise Cooperation**

The win-win mode of enterprise cooperation between colleges and enterprises refers to the mutual cooperation between colleges and enterprises to build an application-oriented logistics personnel training mode, improve the cooperation between colleges and enterprises in the customary school-enterprise cooperation. Universities and enterprises in the professional settings, application-oriented logistics training program, logistics practice teaching materials, assessment system, logistics training base construction, logistics and other aspects of the process, the combination of teaching and practice, teaching evaluation and logistics enterprises, to achieve the efficiency of logistics and logistics personnel training in Colleges and universities.

#### **5.5 Construction of Application-Oriented Teachers**

The construction of teaching staff with strong application ability is the key to the construction of practical teaching System in Colleges and Universities. In order to achieve this goal, it is important to pay attention to the introduction of talents and to pay attention to the cultivation of the existing teachers' application technology.

First, to increase efforts of bring application-oriented teachers. The introduction has many years of working experience in logistics high degree or senior enterprise personnel as school full-time teachers, appointment enterprise professional manager or business backbone as relevant to the courses

teaching task and diversified application type teachers team construction, enhance the overall teaching ability of teachers. In addition, regularly hire logistics experts to the school to start specialized knowledge, so that students can understand the latest developments in logistics and research hotspot.

Secondly, the full range of teacher training. We should organize the professional teachers to participate in industry associations and professional skills training in the organization of government educational institutions. In addition, the arrangement of teachers often goes to the relevant enterprises to investigate and study, encourage teachers to enter the enterprise for a long time, to understand the actual operation of the enterprise, to develop a comprehensive ability of teachers.

## 6. Conclusion

In this article, the quality requirements of application-orientated logistics undergraduate were analyzed. And the problem of training model of application-orientated logistics undergraduate was discussed, and then some suggestions to improve the training model were formulated too.

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