

Research on innovation of international logistics management personnel training program-Take Chongqing Technology and Business University as a Case

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Abstract

With the trend of economic globalization, it is very important to speed up the development of international logistics personnel. Taking Chongqing Technology and Business University as a case, the problem on innovation of international logistics management personnel training program was studied in this article. Firstly, the principles of reform and innovation of international logistics management specialty talent training are analysed. Then, the location of training program innovation is cleared. Lastly, the innovation contents of training program are expounded.

Keywords

Training program, training model, market demand, logistics management.

1. Introduction

With the rapid development of economic globalization, more and more requirements are put forward for the cultivation of international logistics talents. At present, international logistics personnel that can meet market demands in business and quality is seriously shortage in China. Therefore, it is very important to speed up the development of special talents in the direction of international logistics. In this context, Chongqing Technology and Business University (CTBU) set up special international logistics experimental class from 2012 to reform and innovate the training program of international logistics management major.

2. Principles of reform and innovation of international logistics management specialty talent training

2.1 The principle of combining theory with practice

The construction of logistics management major should not only be proved theoretically, but also pay more attention to the direction of China's economic development and social dynamics, and actively adapt to the needs of national social and economic development and the development of modern logistics. At the same time, the personnel training program must be adhere to meet the needs of students in current employment and future development. so that students can use the knowledge of modern logistics management and learning experience to solve practical problems.

2.2 The principle of cultivating characteristic specialty

Characteristic disciplines and majors are the important guarantee for the development of colleges and universities. Based on the current situation of CTBU, more investments should be focus on international logistics management major to cultivate characteristic. The teaching mode of the combination of production and study, and the curriculum system centered on the position of employment should be set up.

2.3 The principle of combining specialty and professional

The construction and development of the project must be combined with the market demand and future career development of students. The Second course activities with professional and comprehensive quality development orientation should be actively carried out in CTBU. Promoting and encouraging students to participate in professional qualification certification related to the logistics management specialty.

2.4 The open principle

It is necessary to take the open heart, open thinking to seek cooperation with the government, and enterprises (especially multinational logistics enterprises), to carry out the exchange training programs, and broaden student horizon.

2.5 The principle of building a strong teaching staff

Through introduction and appointment, a well - structured, high level of the teaching staff should be built. Finally form the excellent teachers will consist of full-time teachers, enterprise part-time teachers, foreign teachers, and other teachers.

3. The location of international logistics management personnel training program innovation

High quality international logistics management personnel should be trained to have the basic knowledge of modern economics and management science, master the basic theory and professional skills of international logistics, international business, finance and bonded, of, should be familiar with transnational logistics operation and management and the economic and social conditions in the major countries of the world.

The graduates of this direction should be competent to work in international logistics enterprises, international financial institutions, bonded areas, foreign enterprise logistics management department, foreign enterprises and relevant government agencies such as the international logistics, financial logistics, bonded logistics, etc.

4. The innovation of international logistics management personnel training program

4.1 innovation of cultivating way

Oriented to characteristic demand of international logistics undergraduate for inland open type enterprise, the 'international logistics experimental class' is set up, whose members are selected from logistics management undergraduates in CTBU. The aim of setting this class is to train International logistics undergraduates suitable for inland open demand.

4.2 innovation of cultivating target

Oriented to characteristic demand inland open type enterprise, personnel training objectives are innovated for 'international logistics experimental classes in CTBU.

4.3 innovation of cultivating program

Take 'Bilingual classes + double - professional teachers+ double major education', 'University + Enterprises + Government departments', 'impletion of international logistics division professional qualification certification' as the main line , the credit proportion, curriculum structure, teaching plan, teaching content of cultivating program in 'international logistics experimental class' are comprehensively innovated.

4.4 innovation of teaching method

In theoretical teaching, innovation of instructional mode such as 'Bilingual classes + foreign teachers + corporate executives'. In teaching method, combining the methods of classroom teaching, case deduction, and class discussion. In practice teaching, Set second classes and attach importance to extracurricular practice.

5. Conclusions

In this article, the principles of reform and innovation of international logistics management specialty talent training were analyzed. And the location of international logistics management personnel training program innovation was discussed, and then some suggestions to improve the training program were formulated too.

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