

Research on the Training Mode of Logistics Management Major base on University-Logistics Enterprise Cooperation in China

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Abstract

For improving the quality of education of logistics management major and satisfying the market demand of logistics management talents, establishing a proper training mode of logistics management major has become a vital problem in the high education system in China nowadays. Although, recent training mode of logistics management has been improved very much than that in last ten years, the speed of teaching development is still slower than that of market requirement. Thus, this study will firstly analyze the status and the problems in the process of training modes of logistics management major in universities. Then some shortages and problems of the training mode are pointed out. Lastly, an improved training mode is provided and the path of achieving the goal is presented.

Keywords

University-enterprise cooperation mode, Logistics management major, training model.

1. Introduction

The mode of university-enterprise cooperation dates back to the beginning of 20th century. At that time, the mode of university-enterprise cooperation was called “cooperative training”. The mode was initially proposed by Herman Schneider, an engineer, an architect and an educator at Lehigh University under the circumstance of unsatisfying the demand of studying acknowledge of enterprise operation management [1]. In order to cultivate students to become application talents, universities established a mutual benefit and win-win mode to encourage students to study base on practice and to use acknowledge in practice. The ultimate object is to achieve the goal of bridge the gap between theoretical acknowledge studied in universities and practical application in firms and form a sustainable training mode of “study begins from course and improved in firms”. In particular, the model of “university-enterprise” cooperation helps to improve the level of research of enterprise and provides a good platform to students for obtaining excellent professional skill. Moreover, the mode of university-enterprise cooperation can help to establish the relationship between theoretical acknowledge and the practical application.

The mode of university-enterprise cooperation is a vital way to promote the development of high education. The mode was introduced very early to China and has some effect to promote the level of teaching are gained [2]. However, some problems and critical issues, which restrict the development of university-enterprise cooperation, still exist in the application of the mode. For example, the support from government is weak and the driving force for improving the profit of firms from the mode is still limited, etc. In addition, the talent training plan does not match with the development status of enterprises, which lead to a bad effect of teaching.

Logistics management derives from the development of business and trade and it is a part of modern management and has formed mature training system nowadays. Some core courses, such as simulation technology, statistics, operations research, management accounting, Human resource (HR) and the inter-discipline between law and business are provided to students.

This study mainly analyzes the training mode of logistics management and finds its shortages and presents an improved mode for improving training mode of logistics management major.

2. Analysis of current situation of university-enterprise cooperation mode for training logistics management talent

Recently, more and more attentions are paid to university-enterprise cooperation mode from government. In fact, many universities have developed a university-enterprise cooperation mode to train students major in logistics management. However, the effect of applying the mode in different universities are obvious different. The results are related to policies, environment and the enthusiasm of both university and enterprises. We found some characteristic situations of university-enterprise cooperation mode though field survey on some universities and their cooperative enterprises.

2.1 Lack of deep cooperation between universities and enterprises

Completing practice in enterprises is an important process for training talent in modern education system, special to a student major in business and management. Logistics management major is closely related to the operation management of enterprises, which require students can find and deal with some problems in the process of business. The goal of training students major in logistics management is to cultivate inter-disciplinary talents. In practice, taking post for field in an enterprise is a necessary process for intern students in training system. Students major in logistic management major can engage in some jobs, such as purchasing, materials control, transportation, inventory, distribution, customs declaration and forwarding agents, etc. Generally speaking, students major in logistics management can engage in some related works in an enterprise. However, an enterprise cannot simultaneously receive so many students practice. In contrast, a few universities commonly arrange students in different batches to practice in a university. Unfortunately, lots of students have no guideline from teachers and gain less from the process.

In a word, the effect of university-enterprise mode is weak and students have less chance to improve their practice ability and professional capacity. It lacks of deep cooperation between and university and their cooperation firms, which results to the mode has less convincing in improve the quality of teaching and the professional skills. In this circumstance, it is necessary to establish a scientific training mode.

2.2 The level of university-enterprise cooperation mode needed to be updated

Traditional training mode of university-enterprise cooperation is organized through some patterns, such as constructing a student's training base serves to provide a new space for the students to integrate knowledge learning and social practice, providing internship for students. It is obvious that the level of university-enterprise cooperation mode is low and needed to be improved and put up through much deeper cooperation.

2.3 Contract between university and enterprise is hard to be extended but easy to be terminated

In practice, university and enterprise may have established a cooperation to train students for a period, such as one to two years. However, few enterprises have motivation to extend the contract to cooperate with university for longer time. This is harmful to establish stable and sustainable training base to improve the quality of teaching and provide a platform for students to integrate knowledge learning and social practice. Base on the analysis mentioned above, we find that it is necessary to analyze the existing mode and establish a novel university-enterprise cooperation mode of training students major in logistics management.

3. Root cause analysis of ineffective university-enterprise cooperation model for training logistics management talent

3.1 Enterprises pay more and get less from the university-enterprise cooperation mode

In the university-enterprise cooperation mode, the responsibility an enterprise should undertake includes three aspects: firstly, makes teaching plan with universities and assigns core members as part-time faculties to teach students in universities; secondly, accepts internship, arranges instructors to lead them and provide some internship positions to internships; thirdly, enterprises need to prevent accident during the internship period. The three works mentioned above need enterprises to invest, that bring cost for enterprises. Moreover, most of part-time faculties as core members in their firms have lots of daily works to do for their business. Hence, teaching students in a university may affect their full-time works in their enterprises. However, students have a solid professional knowledge and have weak practical skills. Therefore, as practice instructors, these part-time teachers need to spend more time to teach students and that will inevitably affect their own works. In addition, it is worth to mention, the most of logistics business emphasize that the operators should operate correctly and pay more attention to the process of business. Once incorrect operation happens, an accident maybe triggered [3]. If a student triggers an accident and is hurt, an insurance company will compensate the student to some extent. However, the involved companies may be in a trouble if they meet some unreasonable parents.

Theoretically, enterprises can get profits from two aspects. First of all, enterprises can develop new logistics projects, introduce new technology and optimize the process of logistics with the aid of some logistics equipment, logistics technologies and the guidance of professional staffs of universities; moreover, enterprises can educate their staffs to improve their professional skills with the aid of education resources of universities and choose new staffs from interns. Most of teachers graduate from some universities and have high degrees. However, most of these teachers have less or no work experience before they become teachers. It is obvious that, most of teachers only can provide theoretical education to enterprises' employees but have less or no practical introductions and suggestions. Moreover, interns will leave enterprises when they become well acquainted with the operating skills. At this moment, all time and concentration enterprises devoted have to be cast to the winds.

Based on the analysis, it is obvious that the investment and gains is unmatched. The goal of an enterprise is to obtain more profit and maintain steady and sound growth. Hence, enterprises lack of the motivation of participating cooperation.

3.2 In-deep university-enterprise cooperation requires system guarantees

The motivation of university-enterprise cooperation of some universities is not to improve students' comprehensive professional skills, but deal with the examination of superiors. Although some management organizations are set up, haven't equipped managers, management system, evaluation system and the system of rewards and punishment [4]. Universities often staked all their hopes on teachers, while some relative competent organizations are only responsible for sending some duties to each schools and departments. And then schools and department send some duties to front-line teachers. However, establishing the relationships of university-enterprise, connecting enterprises and universities and arranging some specific works will take lots of time. The works mentioned above will occupy teachers' most of time. However, the works teachers done cannot be considered when evaluating. Teachers have no motivation to do works related to enterprise-university cooperation.

Moreover, front-line teachers have few decision making authority, which leads to the inefficiency in the work of the enterprise-university cooperation mode. The fundamental cause of the problem mentioned above lies in lacking system guarantees in the university-enterprise. An effective and sustainable university-enterprise cooperation mode can be developed to realize the goal.

4. An effective and sustainable university-enterprise cooperation mode for training logistics management talent

Firstly, a platform training mode requires constructing logistics laboratory, setting up on-campus practical teaching platform. Then universities construct scientific research institutes, enterprises construct teacher research station and university-enterprise research platforms. Secondly, enterprises construct practical training bases, internship platforms and employment platforms. Finally, a virtual platform is established base on each platform mentioned above. The functions of the virtual platform are presented are as following:

On-campus practical teaching platform can improve perceptual knowledge on logistics operation and management through introducing a large number of live-action teaching resources;

A university-enterprise research platform can provide a good atmosphere of education and science research for students and teachers, and promote assimilation of teaching, research and production;

Internship platforms and employment platforms can provide some positions related to practical courses and internship for students. Moreover, the platform also provides chances for teachers to work in enterprises. That can promote the construction of teachers, troop and training teachers into double-qualification type.

Virtual platform can provide a space of communication and study for teachers and students, promote the better interaction of teaching and learning and improve the quality of teaching and training talents

5. Conclusion

In this paper, the characteristics of logistics management and the development status of training mode are analyzed. Then the main problems and their root causes of the university-enterprise training mode are pointed out. Base on the analysis, an innovative and sustainable training mode is presented. The goal of this paper is to satisfy the demand of applied logistics management talents from market. It is necessary to reform training mode of university-enterprise. In practice, the innovative university-enterprise training mode has brought a positive effect. An innovative and applied university-enterprise training mode for logistics management talent will be established and improved with the development of training and requirement of market.

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