

Research on the Cultivation of Innovative Talents in Logistics Management under the Background of Internet +

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Abstract

with the emergence of Internet + logistics, the logistics industry to realize the unprecedented opportunities for development, the development of the industry demand for innovative talents is becoming more and more significant, the logistics management major students in order to adapt to the development of the era, better meet the demand of social industry, to realize the seamless link, society and college institution for the cultivation of the students should also conform to The Times, make the reform. This paper will put forward some plans for the cultivation of innovative talents in logistics management under the background of Internet +.

Keywords

Internet +, logistics management, talent training.

1. Introduction

According to the industry development report from January to June 2018 published by China federation of logistics and purchasing, it can be seen that the current logistics industry presents the trend of Internet + logistics, and under this trend, all aspects of the logistics industry achieve sound development. With the advent of the Internet + logistics era, the traditional logistics industry and the emerging Internet technology are combined to realize the transformation and upgrading of traditional logistics, and the overall reform and innovation. The logistics industry has developed from a simple logistics business into a high-tech logistics, even a comprehensive innovative logistics. In 2019, "Internet + logistics" has realized a revolution and innovation in the field of logistics. In this context, the logistics industry has put forward more innovative challenges to professionals. In order to adapt to the development of The Times, the education system of logistics management in universities should also realize substantial reform.

2. Essential Elements for Innovative Talents Majoring in Logistics Management under the Background of Internet +

1. Outstanding personal qualities. Ents first, after work, with the development of Internet technology, information transmission speed development, all kinds of high and new technology promotion, professional skills is pushed to the front, moral character in some sense is ignored by most colleges and universities, ashamed of moral example and the logistics industry is not uncommon, so every stage of the students should pay attention to the education of moral character and good moral character in the Internet era of high-speed data transmission, can play a vanguard role, also laid the enterprise successful key.

2. Excellent psychological quality. With the development of the network times, a lot of network public opinion, students may make students psychologically crushed, or the influence of the native families also can cause students' psychological quality is poor, the psychological quality will also decided to students in the enterprise development, also in the process of industry development at the same time, employees' psychological quality good,

also is advantageous to the enterprise grasped the nettle. Psychological quality has a direct impact on students' spiritual outlook, but also on their way of dealing with people will have a huge impact.

3. Solid theoretical knowledge. When teaching, colleges and universities should pay attention to the dissemination of professional systematic theoretical knowledge, which should not be obsolete, but should be combined with the latest development status and advanced teaching equipment, so that students can master the most cutting-edge professional knowledge and connect with the society. At the same time, solid theoretical knowledge is also conducive to students to learn and work in the enterprise, the start of faster, training learning compound talent.

4. Innovative practical skills. The ultimate goal of teaching in colleges and universities is to put what they learn into practice, so practice is the final link in the society. Blindly spreading theories will make students lose touch with enterprises. After students work, they cannot quickly adapt to the pace of the society, nor can they better integrate into work. Therefore, under the background of the Internet + era, technology is constantly updated and without solid innovative practical skills, it is difficult to bring value to the enterprise for a time.

3. Construction of Innovative Talent Training Program for Logistics Management Major under the Background of Internet +

In order to implement the construction of innovative talent training plan for logistics management major under the background of Internet +, a total of 500 questionnaires were issued to students majoring in logistics management, and 415 valid questionnaires were recovered. According to the questionnaire survey, the proportion of participating students was shown in figure 1, and the proportion of gender was shown in figure 2.

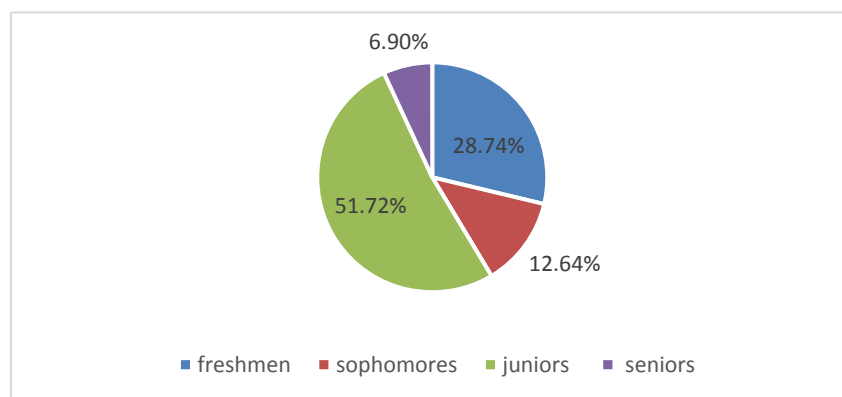


Figure 1. the proportion of students participating in the survey

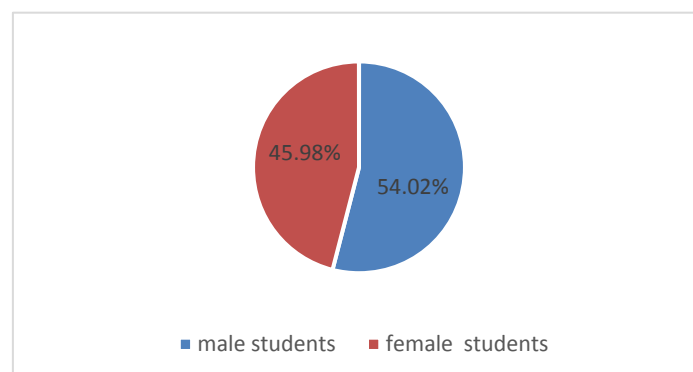


Figure 2. gender ratio of students participating in the survey

It can be seen from figure 1 that among the students participating in the survey, freshmen accounted for 28.74%, sophomores accounted for 12.64%, juniors accounted for 51.72%, and seniors accounted for 6.9%. As can be seen from figure 2, among the students participating in the survey, male students account for 54.02% and female students account for 45.98%.

Among the 415 valid questionnaires, 7.95% of the students are not satisfied with the courses offered by their current majors. The main reasons for their dissatisfaction are as follows: lack of technical courses; The course coverage is too wide, miscellaneous but not fine; Some courses offered are not related to the major; Seriously derailed from society and so on.

In view of the above situation, this paper makes a corresponding survey on the courses that students want to add. The survey results are shown in figure 3:

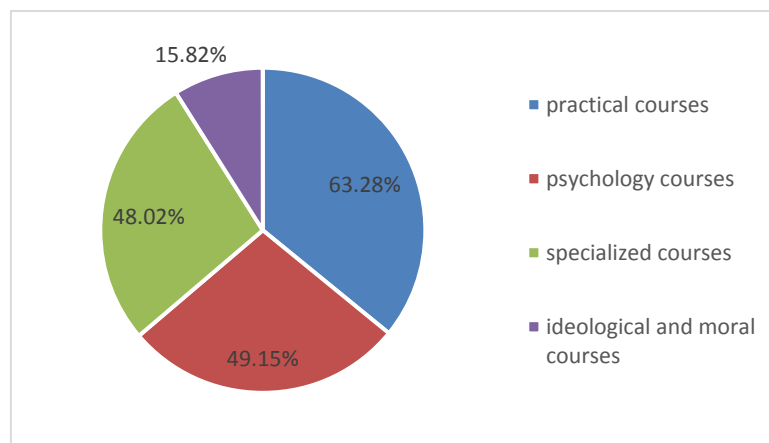


Figure 3. survey of students' willingness to add courses

As can be seen from figure 3, 63.28% of students want to add practical courses, 49.15% want to add psychology courses, 48.02% want to add specialized courses, and 15.82% want to add ideological and moral courses.

For the requirements of professional teachers, 22.6% of students expect teachers to have more academic knowledge, and 77.4% expect teachers to have rich practical experience. For the teaching methods adopted by teachers, students mainly hope to have the following points: online excellent online course resources + offline practice combination; Small-class tutorial teaching; Teach according to your aptitude and so on. Under the background of Internet + era, students believe that the following qualities are valued by enterprises: excellent professional skills; Ability to innovate; Moral character; Execution and so on.

In view of the above survey results, this paper has worked out the construction scheme of innovative talent training for logistics management major under the background of Internet +, as follows:

1. According to the moral character of students, 15.82% of the students have realized its importance. For the improvement of moral character, we can start from the following aspects. Add moral edification related network good, is a compulsory course in their spare time, organizes the student to participate in public welfare activities, such as education, health care workers, etc., in the theoretical study, feel good role models for advanced deeds, in the process of practice, contact with the social vulnerable groups, realize send person rose, the hand leaves lingering fragrance.

2. In the survey report, found that 49.15% of the students hope to add psychology course, explain contemporary college students has been very attention to the psychological health, on the one hand, schools can introduce online good psychology courses, for students to self-study, on the other hand, schools should offer corresponding psychological consulting room,

psychological counseling for students. At the same time, it is also necessary to conduct regular psychological tests on students to find out their psychological problems in time. In order to enhance students' ability to resist pressure, schools should set up more competitive teaching links, so that students always have a sense of crisis, and have the courage to face the difficulties.

3. In terms of theoretical knowledge, and most of the students responded that the school there are courses in the jack of all trades and master of none, hope school more related to the professional core courses and related technical course, in this case, the schools can offer professional required courses, professional electives, interest classes, and technical practice class. Among them, compulsory courses are required for every college student, and the number of courses is no more than three per semester. Optional courses for each student can choose two courses from many courses per semester, students can choose any courses of interest and hobby, and each student can choose one technical practice course per semester. In terms of class setting, in order to improve students' learning efficiency, the tutorial system can be used to teach in small classes, with about 20 students as a class unit. Through the questionnaire survey, it is found that most students like the combination of online and offline. Online courses can be combined with moocs, love courses, state of higher education, super star learning and other platforms to learn excellent teacher courses, while offline courses can be targeted at online courses.

4. In terms of innovative practice ability, is the ability of the students with Internet + under the background of the ability of enterprise value most, 63.28% of the students hope to add the course of professional practice, practical courses need schools introduced the corresponding advanced equipment, let the students learn to use the corresponding equipment software and so on, at the same time, set up relevant levels in the process of simulation, let the students learn to think independently when used. In addition, the school should carry out school-enterprise cooperation with outstanding enterprises related to the major, and can also sign corresponding order classes, so that excellent employees of the enterprise can give us some professional training courses for students, so as to better enable students to enter the enterprise for internship, and enhance students' ability to combine theory with practice during the internship. At the same time, 77.4% of students hope that teachers have rich practical experience, can impart practical skills in the teaching process, and let students participate in the discussion of enterprise cases. At the same time, the school also allows qualified teachers to work in enterprises on a regular basis, so as to gain real knowledge in practice and enrich classroom content. In addition, the school should actively encourage students to participate in innovative professional competitions, let professional teachers guide students, stimulate students' innovative thinking.

4. Conclusion

Under the background of Internet +, the development of logistics industry has increased the demand for talents in logistics, and the quality has also been improved. Therefore, it is necessary to formulate the training plan for innovative talents in logistics management. Based on the time background, the paper puts forward the Internet + background, the development of the logistics management major should pay attention to the construction of moral quality, psychological quality, pay attention to students' theoretical knowledge learning, combined with modern advanced teaching means, combination of online and offline for class practice class, at the same time, through the use of advanced teaching software hardware facilities, university-enterprise cooperation and strengthen students' innovative practice ability in practical competition.

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