

Research on Talents Training Mode of Applied Logistics Management*

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Abstract - With the rapid development of modern logistics industry, the requirements of logistics companies for applied logistics management talents become higher and higher. Colleges and universities as a talent training institutions, they must adapt to the objective requirements of modern logistics development, choose scientific applied talents training mode and build guarantee mechanism of logistics management personnel training to cultivate the new logistics management personnel of modern logistics. This paper discusses the applied logistics management personnel training mode from the four aspects: training objectives, safeguard mechanism, problems analysis, the construction of training mode.

Index Terms - Logistics management, talents training, safeguard mechanism, teaching mode.

1. Introduction

Modern logistics industry plays an important role in supporting and guaranteeing the national economy and social development. The core concept of modern logistics is a professional and efficient, and how to complete customer requirements efficiently and achieve customer satisfaction, which is the challenge of modern logistics enterprise to specialize third-party logistics enterprises or the fourth party logistics enterprise. At present, the competition of the whole logistics industry is very intense, under the condition of lack of applied logistics management talent, most colleges and universities set up the major of logistics management to train more applied logistics management talents to meet the needs of logistics enterprises. However, it is difficult for a graduate of logistics management major to find the right position in logistics enterprises, which lead to higher school cultivate applied logistics management talent can not meet employ persons request of the logistics enterprises, so, it is necessary for us to rethink the teaching mode of applied logistics management.

2. Training Objectives of the Applied Logistics Management Personnel

Scientific and reasonable talent training mode should be chose in the process of applied logistics management personnel training, mainly shows in the following aspects:

2.1 Clear the training objectives of logistics management professional talent and implement the training objectives into practice.

2.2 Setting scientific and professional logistics management course system

Setting scientific and professional logistics management course system should be base on the full understanding the characteristics of logistics management and the demand for logistics enterprises to choose and employ persons, which cultivate students[1] practical operating ability, ability of analysing and solving problems as the leading factor, and reasonably arrange logistics management professional foundation courses, professional required courses, professional elective courses and the practice teaching courses.

2.3 Reasonably arrange the teaching content and pay attention to theory combined with practice teaching.

There are essential differences between applied talents and researching talents, which requires the teaching content arrangement must have their own characteristics, mainly reflected in hands-on ability and adaptability, therefore, in terms of teaching content, to pay attention to the combination of theory and practice and let the student feel real logistics management professional knowledge in practice application.

2.4 Let the students get the knowledge in practice.

Professional teachers and students should practice in the logistics enterprises, truly feel the logistics enterprise production operation and management decisions, practice teaching can not only in the laboratory, let students involve in logistics enterprise production operation.

3. Safeguard Mechanism of the Applied Logistics Management Personnel

3.1 In addition to scientific training mode, applied logistics management personnel training also must establish safeguard mechanism of talent training. The author thinks that must build the safeguard mechanism from the following several aspects.

First, the college should dig the potential of inward teachers. On the one hand, is about the use of good talent, colleges and universities should adopt the corresponding incentive policies to mobilize teachers' enthusiasm and

* This work was supported by the Projects for Reformation of Chinese Universities Logistics Teaching and Research (JZW2013064, JZW2013065).

creativity. On the other hand is about teaching talents, college also should increase the intensity of training and implement the masters' project to cultivate high-level academic leaders.

Second is to attract social talents. College can bring in the highly educated experienced talent to teach, and improve and promote the teaching and scientific research level of teaching staff. At the same time also can invite a manager and professional management personnel of logistics enterprise as adjunct professor to do part-time teaching or give lectures and report forms and bring them into the classroom.

3.2 The essential characteristics of the applied logistics management personnel training mode.

We should design the students' knowledge, ability and quality structure and cultivation scheme as application for the purpose and features to construct curriculum and teaching content system to cultivate specialized logistics management personnel as a fundamental goal, to develop logistics management application ability as the main line [2]. The main purpose of the practice teaching is to cultivate students ability of applied logistics management, and it has a large proportion in the teaching plan. The construction of double teachers which is regarded as the key to improve the teaching quality of education, which is the combination of school and society employer department, students and the first line of production, the theory and practice is a basic method of personnel training.

4. The Problem Analysis of the Applied Logistics Management Personnel Training Mode

The running time of applied undergraduate colleges is not very long, so its training mode is undergoing a process of constantly improvement, and its training mode mainly exist the following problems:

4.1 Training target is not explicit.

In the daily teaching, the logistics management discipline basically has no experiment, which gives priority to with theory teaching and teacher-oriented fills up the whole classroom teaching. The teaching methods of lack of experiment and practice teaching content are unfavorable for students to cultivate the innovative ability.

4.2 Teaching system is not mature.

On one hand is backward logistics theory research and the discipline system, the modern logistics theory system has not yet formed. On the other hand, the setting of logistics curriculum is not science, teaching content can not keep up with the enterprise application, as it's lack of the analysis of enterprise logistics management case, some courses are poor applicability.

4.3 School conditions are poor.

The logistics major has so many practice teaching links, which need to carry out the simulation teaching in logistics enterprises, but the present status of the applied undergraduate colleges and universities' financial resources is difficult to guarantee abundant investment, so the reality is the

imperfection of the teaching equipment and lack of practical training.

4.4 The faculty is weak.

China's logistics education starts late, most teachers of the applied undergraduate colleges and universities are engaged in logistics education teachers from transportation, management, economy and other professional career, and their logistics knowledge are not systematic, incomplete, not solid, and also lack of logistics experience.

4.5 Teaching quality is difficult to guarantee.

Logistics starts relatively late in our country, the teaching material construction lags behind the logistics development. All kinds of textbooks related to logistics management at present are published more and more, but mostly are low levels of repetitive, which cannot reflect the forefront of the development of logistics industry.

5. The Construction of the Applied Logistics Management Personnel Training Mode

5.1 The urgency of constructing logistics management innovation personnel training mode.

5.1.1 The present situation of logistics education

Logistics education starts late in China, the logistics personnel training mode of applied undergraduate colleges is still in practice to explore stage, there is a big gap between the lag logistics education training mode research and the rapid development of logistics industry, most logistics graduates are suitable only for the traditional logistics industry, but are unable to meet the needs of modern logistics industry.

5.1.2 The characteristics of logistics management curriculum system

In order to improve the comprehensive ability of students, school must highlight the characteristics of applied undergraduate colleges and cultivate solid basic knowledge to adapt the wide logistics management professional students on the whole logistics management curriculum system. So that the whole course system should be to form an organic whole to avoid mutual lacerate or repeated teaching, and the cultivation of the course content will be based on different requirements to set up [3].

5.1.3 Logistics market demand characteristics.

From the point of the market demand, the characteristic of logistics talents main performance in the following three aspects: one is the jobs of logistics industry are widely distributed, second is different level logistics profession, third is a professional logistics jobs has the characteristics of compound and specialization.

5.1.4 The competence of the logistics management personnel .

Logistics management personnel must have the ability of production plan, strategic planning, cost management, logistics technology, organization management, information management, logistics management and team work.

5.2 Based on the above, cultivating teaching mode of applied logistics management talents should pay attention to the following aspects:

5.2.1 Training target must be strictly defined.

The training of talents should possess stronger practicality and applicability, has knowledge of wider theoretical basis and widely available migration [4]. Therefore, the logistics management personnel in applied undergraduate colleges and universities should possess solid foundation of economic and management theory, a solid foundation of foreign language, mathematics and computer, the systematic logistics management theory and method in the actual operation and optimization design ability of logistics system.

5.2.2 Curriculum system should be set according to the needs of the logistics industry development and the market, and with the continuous development of logistics industry in our country and the progress of dynamic adjustment.

The author thinks that applied logistics management professional course system settings must be closely around the personnel training goal, at the same time focus on solid foundation, outstand innovation and pay attention to ability to update teaching content in accordance with the principle of optimizing the course system “thick foundation, wide scope, strong ability and high quality, wide adaptation” [5].

5.2.3 The traditional three-step teaching method will be converted into cultivating the innovative ability of comprehensive teaching methods.

Comprehensively using problem teaching, case teaching, multimedia teaching and various teaching methods improve students' acceptance of knowledge. Wide application of advanced modern teaching methods, such as let the students get the latest development of logistics industry information both at home and abroad in the teaching of specialized course to emphasis on the development of students' creative thinking and encourage students to participate in all kinds of logistics activities.

5.2.4 Pay attention to training students' practical business operation ability.

Increase the proportion of practice class and let the students understand the theoretical knowledge in practice.

5.2.5 To build a teaching faculty with full-time and part-time teachers, reasonable structure, high teaching level and practical ability satisfy the needs of the logistics.

For full-time teachers in the logistics management major

should clear the research direction, at the same time pay more attention to foreign exchange and training.

5.2.6 Have the professional teaching materials.

For professional strength stronger institutions, they can organize professional backbone to write appropriate teaching material; For general colleges and universities, professional teachers should communicate with each other when choosing teaching materials, as far as possible to avoid the choice of professional teaching materials contain duplicate content.

6. Summary

To sum up, applied logistics management personnel training should be based on the needs of society, according to the logistics industry demand for graduates knowledge and ability structure to set training target, course system which should pay attention to application and innovation, close to the production and management practices. Teaching content should be paid close attention to industry developments, and strive to maintain the adaptability and foresight of personnel training. At the same time, the logistics education faculty should be built to emphasis on practice teaching links. Only in these ways, the training of applied logistics management personnel can be guaranteed..

7. Acknowledgment

This work was supported by the Projects for Reformation of Chinese Universities Logistics Teaching and Research (JZW2013064, JZW2013065). The author wish to give their sincere thanks to the editor and the anonymous referees for their valuable suggestions , and helpful comments which improved the presentation of the paper.

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