

Research on the Reform of Logistics Management Education under the Background of Internet

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Abstract: With the advent of the information age, people's living standards and consumption levels have changed greatly due to information technology. Now we mainly rely on online APP to choose and buy. In this context, the logistics industry has also developed. With the increasing consumption level of online shopping and the impact of the Internet era of big data, colleges and universities are also facing tremendous pressure on the teaching and research of logistics management specialty.

1. Introduction

In the 21st century, the development of Internet information is showing a relatively rapid speed. It has a great influence on all aspects of people's life. Under the big data of the Internet, logistics system is far away from the traditional logistics industry in information technology, service value-added and service personnel training. In order to make the logistics industry meet the development requirements of the current information age, personnel training and logistics management professional education reform is imperative [1].

2. The Importance of Logistics Management Education Reform under the Background of Internet

2.1 Is conducive to meeting the current needs of logistics professionals, and constantly promote the development of the logistics industry

At present, with the continuous improvement of the per capita income level in China, people's purchasing power in consumption is also increasing. In the Internet era, people mainly choose to buy their own products through mobile app or PC ports. After purchasing, we mainly transport our customers' goods to customers through the transportation of logistics enterprises. Modern logistics industry, because of the impact of big data on the Internet, whether it is talent training or talent management, should be constantly updated, including talent services and business management. In order to effectively improve the quality of logistics professionals and meet the needs of logistics profession for talents, it is necessary to reform talent education in Colleges and universities.

2.2 It can continuously improve the innovation of logistics education and attract excellent students

Logistics professional education in various colleges and universities, there are professional courses, but because there is no advanced teaching practice and innovative teaching mode. As a result, the major of logistics management only learns theoretical knowledge, but neglects practice. In the context of Internet data and practice, continuous reform of logistics specialty can make logistics education innovative, and attract some excellent students from universities or foreign countries to join [2].

2.3 It can increase students' employment opportunities

At present, there is a large demand for logistics talents at all levels in the logistics industry. Overall, in the first half of 2018, the demand for logistics talents in the eastern region is much higher than that in the western region, especially in the first-tier cities such as Beisheng, Guangzhou and Shenzhen, which is one order of magnitude higher than that in other cities. For example, in the first half of 2018, the demand for logistics talents in Shanghai was about 175784, 2.7 times that in Wuhan. With the continuous improvement of people's consumption level, the demand for personnel in the logistics industry is also increasing. After the reform of logistics management specialty in Colleges and universities, more and more talents can meet the needs of the market, and at the same time, students' employment choices will be constantly increased.

3. Problems in the Reform of Logistics Management Education under the Context of Internet

3.1 The demand for logistics professionals is large, but the school curriculum does not match the actual demand for logistics professionals

The specialized courses of logistics management have been set up for a long time in our universities. However, a serious problem is that most of the courses in Colleges and universities are biased towards theoretical knowledge, which is not in line with the actual job requirements. The main reason lies in whether we should focus on theoretical teaching or on the goal of talent cultivation. This leads students to learn a lot of knowledge in school, but when they come to work in the real logistics industry, these knowledge becomes a talk on paper.

3.2 The curriculum is complicated and trivial, lacking of emphasis

For example: Take logistics management major of a school in Hubei as an example, students in logistics management major learn more about logistics knowledge subjects and textbooks. But the knowledge that students learn is only superficial, not the key point [3]. Schools only teach students according to the teaching objectives, and almost all the knowledge they have learned is only in books, but there is no in-depth exploration of one of the ideas or systems.

3.3 Compared with foreign universities, Chinese universities lack innovation and scientificity in the teaching level of logistics management specialty

Although we have set up logistics management courses in most schools, teachers are lack of innovation in teaching professional courses. Most of the cases cited by teachers in the classroom are old cases which often appeared in China before. Teachers adopt teaching methods and teaching forms and seldom update them.

At the same time, we can also see that the major colleges and universities for logistics management professional knowledge content learning, compared with foreign countries, lack of a certain degree of scientific, which led to the existence of logistics management professional, but the school to the social training of talent is not in line with the actual needs.

4. Suggestions on the Reform of Logistics Management Education under the Background of Internet

The shortage of logistics talents is the educational problem of logistics management in our country. The most important problem is the curriculum of logistics specialty. Based on the comparison between domestic and foreign courses in logistics management, the following suggestions are made for the reform of professional education:

4.1 To set the goal of talent cultivation according to the social requirements

Under the background of Internet information, schools should formulate talents training objectives that meet the needs of the society according to the large market environment. We should link up talent

training with social needs.

In terms of origin, the concept of logistics in China originated from two foreign approaches in the 1980s: one is the concept of "entity distribution" contained in marketing in European and American countries, and the other is the concept of logistics originated from Japan. Therefore, we can see that the concept of domestic logistics in China started relatively late compared with other countries. Most of our logistics concepts and training models are also modeled on those of other countries, which leads to deviations in our talent training objectives.

For the cultivation of logistics management professionals in China's universities, logistics education in China mainly focuses on higher education, which includes two aspects: logistics management and logistics engineering. Among them, the development direction of logistics engineering specialty is the development of logistics information system software, the design of logistics electronic equipment and the engineering technology of logistics machinery. Logistics management is mainly to learn the basic principles and methods of management to plan, organize, direct, coordinate, control and supervise logistics activities. According to the University curriculum, the former can be understood as hardware, while the latter can be understood as software. Only when both hardware and software are strengthened and improved, can talents meet the needs of display be trained.

4.2 Course learning should not only learn theoretical knowledge, but also pay attention to practical participation

With the support of big data on the Internet, learning knowledge is very convenient. However, whether in books or online learning, most of the students' learning content belongs to pure theoretical knowledge. To master logistics management expertise well, they also need practice participation. Only by making good use of practice can they transform the knowledge learned into practical work. For example, a school in Yichang has set up a logistics management specialty, but because all the students learn is book knowledge, they find that there are differences between their learning knowledge and the actual job operation when they practice at the transit point of Shunfeng Express Transport. For example, when managing the personnel of the logistics sorting/loading and unloading production line, first of all, we should clearly grasp the number of vehicles in Yichang transit yard, the number, weight and volume of the planned cargo loaded by each vehicle, and simulate the output and cost of the staff in advance, so as to determine the number of personnel needed in the transit yard on that day.

4.3 Logistics management expertise needs to focus on key points and grasp the important knowledge

There are many points of learning knowledge listed in the major of logistics management in major universities, but there is no key point. Knowledge presents disorder and complexity. This will lead to students only learning knowledge, but the specific use of key knowledge is not mastered. This leads to another serious problem, that is, students learn knowledge, but can not use it to solve problems. For example: for the actual logistics transportation learning, students will learn a lot of knowledge about logistics transportation in the classroom, including transportation time, factors affecting the transport process and so on, but the classroom is only hypothesis, when the actual problems arise, students can not use the knowledge to solve the actual problems in transportation.

With the popularization of the Internet, logistics management is more to solve some practical problems, such as the solution of actual simulated transportation problems, logistics cost accounting, logistics personnel planning, etc. [4]. For example, some colleges and universities are inclined to logistics in a certain direction, such as port logistics, express logistics, trunk transportation and so on. For example, in Dalian Maritime University and Shanghai Maritime University, besides the knowledge of logistics management, logistics system planning and design, they also pay attention to the knowledge of port transportation. The purpose is to enable students to have a good understanding of logistics management in many aspects. At the same time, if they encounter some emergencies, they can use the knowledge they have learned to solve them in time.

4.4 Continuously learn foreign excellent knowledge and cases about logistics management, and constantly improve the ability of independent innovation

The concept of logistics in China started late, so some knowledge comes from foreign countries. In addition to learning foreign excellent knowledge, we should constantly innovate according to the specific situation of our country. We can analyze the specific cases of logistics management in foreign excellent enterprises, study these cases carefully and summarize them thoroughly. The methods mentioned in these cases can be integrated and absorbed according to the specific situations of domestic logistics management.

4.5 Strengthen the Course Setting Reform of Logistics Direction under the Background of Internet

The development of the Internet has led to e-commerce. At present, the reform of logistics management education in Colleges and universities can also be carried out by "e-commerce + logistics management". Today, to some extent, China's e-commerce has been restrained by the development of logistics, the imperfection of logistics distribution system and other issues, and the lack of logistics development succession, which can be attributed to the lack of logistics talents in China, and the lack of pertinence and tendencies in curriculum provision in domestic universities. We can take Japan as an example: Tokyo Metropolitan University and Fukuyama Pingcheng University focus on the direction of logistics transportation, while Osaka City University, Tokyo University of Engineering, Nagoya University of Economics focus on the direction of circulation. From the setting of professional orientation, we can see that Japanese higher education is very targeted in logistics management. From the beginning, Japanese colleges and universities have clearly set up the jobs for talent cultivation. After students enter the schools, they begin to learn systematic professional knowledge and post operation skills. When the logistics industry is short of talents, the schools, as the main talent transporter, can achieve a good match between talent cultivation and social posts. Compared with the compound talents trained by logistics management in China. Compared with them, their talents will be more competitive in the logistics sub-field.

4.6 Supplementary and Linkage of Vocational Education for Logistics Management Major

Our country's state-owned logistics professional qualification certificate examination, but due to insufficient awareness of the industry, logistics professional qualification certificate in China's attention and recognition is not high, lack of substantive significance [6]. This will lead to the majority of people even if they have taken the qualification certificate, but less help for work and employment. Most of the students in our country still pay attention to theoretical knowledge learning, but think that they accumulate experience in work, lack further study of logistics talents, and fail to well connect college students'theoretical knowledge with the immediate requirements of social employment.

4.7 Carry out "Internet + logistics" and other entrepreneurial classes and entrepreneurship competitions to promote students' creativity

Under the influence of the Internet, schools can make use of the advantages of the Internet to organize logistics simulation competitions and experiments relying on the Internet. For example, some colleges and universities in Hubei and Shandong use the school's entrepreneurial base to carry out innovative and entrepreneurial competitions such as "Internet + logistics". This kind of competition not only inspires students'thinking, but also is a good choice for students' employment. Students can use virtual information to simulate the process of logistics management, and also use the facilities and equipment of innovation and entrepreneurship base to carry out entity operation, which can well promote students'learning and in-depth understanding and application of knowledge.

5. Conclusion

With the development of commercial economy and the advent of the Internet era, not only the

economic development mode, but also the consumption mode of consumers have been changed. Promoted by the Internet, express logistics enterprises emerge as the times require. How to cultivate talents to meet the needs of express delivery enterprises in the era of big data on the Internet, the reform of school logistics management education is particularly important. We should consider the reform of logistics management education from many aspects. We should constantly optimize the curriculum in schools, carry out the teaching of theory and practice, constantly adjust the training objectives of talents, learn the excellent experience of other countries, improve the ability of independent innovation, and constantly improve the level of logistics management in our country.

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