

Research on the Teaching Method of Introduction to Logistics in Private Undergraduate Colleges

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Abstract: With the development of society and change of the times, in the current trend of education development, the number of private undergraduate colleges is gradually increasing, which has also brought opportunities and challenges to the development of China's education. For the stable development of private undergraduate colleges, teaching quality must be ensured. It requires teachers to constantly update teaching concepts, innovate teaching mode, and contribute to the improvement of teaching quality. Introduction to Logistics is a key course. Therefore, teachers are asked to pay more attention to the reform of teaching methods of this course. Based on this, this paper conducts a series of research on the teaching methods of Introduction to Logistics in private undergraduate colleges.

1. Introduction

In the development trend of current education form and the promotion of reform of new curriculum standards, all sectors of society have put forward higher requirements for the teaching quality of private undergraduate colleges. At present, the requirements for personnel training are also changing. In private undergraduate colleges, teachers should stress the cultivation of students' comprehensive ability, promote their all-round development, enhance their healthy growth of body and mind, and provide the society with all-round professional talents. In order to achieve such teaching objectives, teachers are required to analyze the current situation of Introduction to Logistics course, find and scrutinize problems, and adopt scientific methods to solve problems, so as to promote the improvement of classroom teaching quality, provide good learning environment for students, and offer effective guarantee for students' future employment and entrepreneurship.

2. Overview of Introduction to Logistics

Introduction to Logistics is a comprehensive subject. In short, it is the study of logistics industry, including the definition of logistics, the classification of logistics, the role of logistics, etc., so it is a discipline combining theory with practice. Teachers should focus on these aspects, constantly update teaching concept, innovate teaching mode, and optimize teaching content, laying a solid foundation for students' learning and growth. Logistics is a vital industry in the current social development. Teachers must stress the research on the teaching methods.

3. Teaching Status of Introduction to Logistics in Private Undergraduate Colleges

3.1 Teaching Content is out of Touch with the Development Trend of Logistics Industry

In the current teaching of Introduction to Logistics in private undergraduate colleges, the most common problem is that teaching content is out of touch with the real market and industry development trend. At present, most teaching materials used in the course of Introduction to Logistics are mainly theoretical, which leads to students' lack of practical ability although they are able to grasp relevant theoretical knowledge solidly after learning. The current social demand for talent training emphasizes comprehensive development, so students are asked to have a certain level of practical ability in order to truly learn something. On the other hand, most teaching materials used just include the previous knowledge points. However, the development of logistics industry is

so fast that it is undergoing update and reform every day. If the teaching content can not be updated in time, it is easy to be divorced from the overall development trend of the logistics industry. Therefore, it will be difficult to achieve effective teaching guidance.

3.2 Students' Mastery of Basic Knowledge is Not Solid

For the teaching of Introduction to Logistics in private undergraduate colleges, teachers must realize that helping students master basic knowledge is the necessary premise and important guarantee for all teaching links to carry out effectively. However, students' mastery of basic theoretical knowledge in the course of Introduction to Logistics is still not perfect. They only have one-sided understanding of some knowledge points and theoretical content, which fails to improve their learning efficiency and makes it difficult for teachers to effectively carry out the next teaching link. At the same time, students' basic knowledge is not solid that it will produce great security risks in the future work or may affect the life of students seriously. Therefore, teachers have to strengthen the degree of attention to the teaching of students' basic knowledge. Conducting a series of teaching activities is conducive to helping students grasp and integrate basic knowledge, so as to provide guarantee for their next learning.

3.3 Quality of Practical Teaching Can Not Be Guaranteed

Teachers must realize that the current social requirements for talent training stress the overall development of students. Introduction to Logistics is a discipline combining theory and practice, which demands students to have a certain practical ability so that they will get employed after graduation, adapt to the society and integrate into society. However, the quality of practical teaching is not satisfactory in most private undergraduate colleges. Some teaching methods are too simple to simulate students' enthusiasm of learning and participation. Or, there is no relevant practice teaching place and no practical teaching, leading to students' one-sided theoretical cognition of this course. As a result, they have no ability to apply knowledge to real life but engage in idle theorizing. Without any substantial development, students may have problems in their work and life in the future.

3.4 Teachers' Teaching Concept and Teaching Mode Are Still Old-Fashioned

In the current teaching of Introduction to Logistics in private undergraduate colleges, teachers, as important guides in students' learning and growth, must change themselves, step out of the inherent mode of thinking, and provide modern teaching methods. At present, due to the deep-rooted influence of exam oriented education, some teachers are still prone to adopt traditional teaching methods, which will adversely affect the teaching effect. Some still put themselves in the dominant position in the classroom, complete teaching tasks according to their own rhythm, and fail to fully respect the dominant position of students. On the other hand, teachers' research on this course is not thorough enough, resulting in relatively single teaching mode. It is difficult for students to feel the interest and charm of the course. As a result, their learning enthusiasm gradually lost, greatly affecting the teaching quality.

4. Effective Teaching Methods of Introduction to Logistics in Private Undergraduate Colleges

4.1 Optimize the Course Content, Develop and Integrate Teaching Resources

Teachers are demanded to first solve the problem of timeliness of teaching content. Teaching content is a vital basis for students' learning. Only by ensuring the quality of course content can the effective teaching be promoted. Contemporary society is in an era of rapid development of information technology. In teaching, teachers are expected to make full use of the advantages of information technology to develop and integrate teaching resources, and to get out of the inherent teaching thinking. Teaching is no longer limited to the contents of paper-based teaching materials, but to develop and integrate teaching resources with the help of the Internet, so that the teaching content can be optimized and students' learning content and learning form be enriched. For example, micro class is a kind of teaching resource derived from the development of information technology.

It has many advantages, which can not only add new vitality to the learning content, but also meet the needs of students to watch and learn anytime and anywhere. Therefore, in the teaching of Introduction to Logistics in private undergraduate colleges, teachers should effectively integrate micro course resources with traditional resources, so as to provide students with more efficient teaching guidance and increase their support reserve.

4.2 Solve Problems in the Teaching Process Timely

Teachers should summarize and reflect on the teaching process in a timely manner, constantly sum up experience, draw lessons, discover deficiencies, and find effective ways to solve these problems in time, so as to ensure the teaching quality of the course. First of all, the course of Introduction to Logistics must be combined with the development trend of the market. Teachers are required to timely understand the market trends and have an estimate of the development of the industry. At the same time, more practical cases need to be introduced in the teaching, so that students can analyze the actual cases and have a preliminary understanding of the development under the market. Secondly, the course of Introduction to Logistics must be combined with some characteristics. Teachers are demanded to combine theory and practice, guide students to master theoretical knowledge, and then set up corresponding practical teaching activities, or organize some social practice projects to let students explore in the form of group cooperation, thus providing guarantee for students' employment and entrepreneurship in the future, and cultivating students' practical application ability. Finally, teachers need to understand and evaluate the training content, so as to ensure it is not just formalism.

4.3 Promote Course Reform

The effective reform of Introduction to Logistics must be promoted through scientific strategies. By abandoning some shortcomings, continuing and innovating excellent teaching form, the successful reform of the course will be enhanced, so as to provide students with good learning experience. First of all, it is necessary to effectively design teaching mode. In this way, reasonable distribution of teaching contents among different modules will be achieved, mainly including fixed knowledge module, professional theory module, practical exploration module, etc. The time of these teaching modules should also be reasonably allocated to ensure the learning effect of students. Secondly, it is essential to set up relevant training bases according to teaching contents to ensure that students have a place to participate in practical activities on campus. The content and form of training projects must be determined through repeated screening and research, which are responsible for students' learning and growth. Thirdly, it is of necessity to comprehensively analyze the learning effect, design teaching links according to students' actual situation, and respect the difference of each student, design the training content with different difficulty according to the characteristics of students, and promote their individualized development. Finally, it is advised to set up an evaluation mechanism, give objective evaluation according to the performance of students, affirm their progress, point out their shortcomings, and help them develop in an all-round way and healthy grow.

4.4 Strengthen College-Enterprise Cooperation and Improve Students' Practical Ability

Under the development trend of today's society, teachers are required to clarify social requirements for talent training, provide students with practical opportunities through college-enterprise cooperation, help students strengthen the learning effect of Introduction to Logistics in enterprises, and exercise their thinking ability and technical level through practical operation. Therefore, the leaders and teachers of private undergraduate colleges need to establish a cooperative relationship with some logistics related enterprises, regularly organize a group of students to study in enterprises, teach them apply theoretical knowledge to practice, and cultivate their practical ability and comprehensive quality, which can not only exercise students' learning effect, but also provide powerful guarantee for their future growth.

5. Conclusion

To sum up, in the current development trend of education form, the development of private undergraduate colleges plays a vital role in promoting the development of social education, so the teaching quality of private undergraduate colleges must be ensured. In view of the course of Introduction to Logistics, teachers should take the current teaching situation as the starting point, and carry out targeted reform of teaching methods to protect students' learning and growth. The effective combination of theory and practice provides students with a good learning space, promotes their all-round growth, and improves their comprehensive ability and discipline quality.

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