

## Optimization of Logistics Engineering Teaching against the Backdrop of College-Enterprise Cooperation

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**Abstract:** With modern economy and society developing in depth, Logistics Engineering teaching in higher vocational colleges presents new trends and characteristics. Since the drawbacks of the traditional teaching mode of Logistics Engineering constantly have kept coming to light, it is vital for higher vocational colleges to study on how to improve Logistics Engineering teaching through an exploration of scientific teaching system of Logistics Engineering from thinking and mode. With respect to the teaching practice of this discipline, these colleges are supposed to elevate their cognitive ability, make full use of modern information technology, develop efficient teaching, improve the comprehensive efficiency of education, and enhance the standardization, scientificity and informationization of education. In addition, they should actively develop cooperation with enterprises and their own undertakings, and enhance the comprehensive quality of students.

For teaching practice of Logistics Engineering in higher vocational colleges, educators and social education practitioners in higher vocational colleges should recognize development direction of modern education, improve the standardization and pertinence of curriculum development by optimizing the teaching system of this discipline and timely adjust work strategies to meet the new requirements for current development of teaching. In this way, higher vocational college education can really play a role in the integration and preservation of information and give full play to the role of information analysis and guidance, thus upgrading the teaching of this discipline. Develop excellent courses and achieve the goal of science education [1]. For educators and staff providing opening service in higher vocational colleges, it is supposed to constantly innovate, enhance the standardization of teaching, make upgradation, break the gap between the teaching of this discipline and other work, and build an integrated working system. Then, they will be able to efficiently utilize, which help improves the comprehensive quality of students. During the implementation of social education in higher vocational colleges, the idea of college-enterprise cooperation is an important educational thought, which is of great significance for higher vocational colleges to play the function of education and improve their educational efficiency. In the promotion of college-enterprise cooperation, there are still some problems expected to be explored in depth. These colleges should seek a scientific education model and enhance the effectiveness of the concept of college-enterprise cooperation, and thus promote revitalization and development. As an educator or a member of staff in vocational college, he or she should recognize the impact of the new normal of modern economic society on the traditional college-enterprise cooperation concept, constantly innovate ideas and perceptions, explore scientific education mode. And it is necessary to activate the whole concept system of college-enterprise cooperation and build a system of excellent courses on the premise of normal progress of college-enterprise cooperation, so that the efficiency of comprehensive education get improved.

### 1. The Role of School-Enterprise Cooperation in Logistics Engineering Teaching

Informationization is an important symbol of modern education and an inevitable trend of education development. Only by catering to the background of the big data era and constantly innovating education informationization, can we ensure that the education of higher vocational colleges and higher specialized college meets the requirements of the times and prepare numerous

talents harboring innovative spirit for the society. Talents. In the process of education informatization, it is necessary to create a learning environment which propels students to learn actively and efficiently through strengthening network education platform construction and comprehensively elevate education quality of higher vocational colleges by promoting the level of professional disciplines construction. At present, education informationization of many domestic higher vocational colleges is in full swing. However, there are still many problems regarding how to make full use of the network platform and improve learning environment. The overall level of network-based teaching must be actively strengthened to stimulate students' creativity and enable students to make full use of it in dealing with practical problems. College-enterprise cooperation can enhance students' cognition of logistics information, inherit China's long-standing cultural ideas and elevate education level, education mode, education concept of higher vocational college. Also, the innovation of higher vocational education can thus be realized. For example, these colleges could hold cultural interviews, interaction between culture and other areas thematic exhibition appreciation, cultural forum and other activities, so that students acquire profound understanding and close interaction in the whole process. They can act as speakers, listeners, cultural volunteers and cultural ambassadors, which help improve the comprehensive effect of higher vocational education. With the broad masses of the people as object, higher vocational colleges provide an extension of the spiritual and cultural services. Local cultural characteristics displayed in the service make a vivid presentation of logistics information in front of the public audience, which enriches the amateur spiritual and cultural life of the local masses. At the same time, logistics information evolution, patriotism and other aspects reflected are of value for the audience to study. As we can see, higher vocational colleges have diverse social functions. In public education, children education constitutes an important part, even a core part. It is also the core content of higher vocational education.

## **2. Main Problems in Higher Vocational Education**

As discussed above, there still exists many problems in the whole system of higher vocational education. Regarding curriculum system development in particular, many higher vocational colleges have not established an effective cohesion system with the school, and thus fail to offer the courses and cultural services meeting current learning needs of students. Furthermore, these colleges do not make a full exploitation and use of their own logistics information, which leads to college-enterprise cooperation projects launched by higher vocational colleges all in same pattern. In view of this circumstance, current higher vocational education still demands thorough innovation and development to form scientific curriculum system and promote the comprehensive education effect. In addition, heavy learning pressure of students is another factor leading to the unsatisfactory effect of higher vocational education. On the one hand, many students do not have time to visit or listen to courses in higher vocational colleges. On the other hand, the school seldom organizes students to go out to higher vocational colleges for field visits due to safety considerations and other factors. For various reasons, the cooperation between higher vocational courses and the school, together with the integration of higher vocational course into school education system, has a positive and far-reaching significance for guaranteeing history education and cultural inheritance. For education courses set by higher vocational colleges, many of them lack innovation and are not attractive enough to students, which is one of the factors that lead to the unsatisfactory effect of comprehensive education in higher vocational colleges. Another important issue for higher vocational colleges is ways to add the attractiveness of courses for students. When it comes to the practice, it is of positive education value to actively develop excellent courses, launch manual and brainstorming small classes themed with cultural relics excavation, and design visiting routes for high-quality vocational colleges. These can effectively enhance students' logistics information perception ability, and then enhance their comprehensive quality. In practice, higher vocational personnel should actively innovate, improve the effect of logistics information education, actively connect with schools, establish school-enterprise cooperation education mechanism, improve the comprehensive level of logistics information education, thus adapting to the current development

trend of higher vocational colleges [3].

### **3. Strategies to Promote Library-School Alliance in Higher Vocational College Education**

#### **3.1 Strengthen the Connection between Higher Vocational Colleges and Schools**

As the staff of higher vocational colleges, it is supposed to realize the value and significance of college-enterprise cooperation. Higher vocational colleges should actively communicate with schools, establish corresponding cooperation mechanism, and jointly develop quality courses. As for practice, higher vocational colleges have rich logistics information resources, but they lack sufficient experience in Logistics Engineering teaching, do not understand what are students' poor aspects, and lack effective means of integrating and utilizing logistics information. For school, they pay more and more attention to logistics information education, but there are many disadvantages in organizing courses because of the lack of relevant talents. Strengthening the links between higher vocational colleges and schools and establishing a scientific school-enterprise cooperation system make it possible to make full use of their own resources and develop logistics information of high value and courses like Chinese Etiquette, national treasure archives, make the entire curriculum system becomes both theoretical and practical, and enhance the comprehensive effect of logistics information education, so that students understand higher vocational colleges and choose to enter higher vocational colleges, thereby promoting our country's long-standing logistics information.

#### **3.2 Incorporating logistics information experience fully**

As a modern learning concept, school-enterprise cooperation concept originates from the "experience learning theory". In the whole process of logistics information education, this concept is taken as an innovation of the traditional education model. It pays more attention to the cognitive experience of education by dividing the school-enterprise cooperation into specific experience, reflective experience and practical application, which is of great significance to improve the effect of logistics information education for modern students. this concept has been fully used in the modern education system, which helps improve the comprehensive effect of logistics information education. In higher vocational education system, the concept of school-enterprise cooperation also has a wide application space. With respect to the characteristics of exhibition and educational activities, the process of abstracting students into higher vocational colleges per se is a logistics information experience activity which is favorable to enriching and enhancing students' cognition. At the same time, on-the-spot visits to higher vocational colleges enable students can have a more intuitive understanding and feeling of logistics information knowledge in textbooks. In practice, the concept of school-enterprise cooperation focuses on students' feelings. It acquires emotional responses from students' personal feelings, and finally builds a certain cultural awareness in their minds. System, so as to improve students' comprehensive logistics information literacy [4].

#### **3.3 Taking Students' Physical and Psychological Characteristics into Account**

During the exploration of a scientific cultural curriculum system in higher vocational education, it is supposed to fully take into account the physical and mental characteristics of students of different ages and carry out targeted logistics information education. For example, while developing curriculum system, higher vocational colleges should frequently adopt forms like games or animation for junior students and integrate their content into the curriculum system, thus enhancing students' comprehensive perception ability. With rich and colorful presentation forms, junior students obtain a deeper understanding of logistics information. And for the senior students who have established certain logistics information system, it is supposed to integrate more culture and thoughts into courses in view of students' life practice, so as to bring students enlightenment and then achieve the educational goals. Considering this, innovations in these aspects appear necessary to develop high-quality curriculum system. Through the exploration of scientific curriculum development system and path, these colleges will meet the current learning needs of students and improve the comprehensive education effect by considering students' ideological characteristics.

The education effect can also get innovated and thus improve students' comprehensive quality. In the process of curriculum system development, higher vocational colleges and schools should strengthen their cooperation, make use of each other's resources and strengths, carry out targeted logistics information education, make effective and reasonable use of higher vocational education resources, realize the optimization of education effect, and meet the current development needs of logistics information education.

### **3.4 Make full use of information technology to carry out education**

Logistics Engineering teaching in traditional higher vocational colleges has improved with the development of modern information technology. In order to promote overall effect of higher vocational education practice, it is necessary to recognize the direction of information technology development and combine teaching with information technologies, especially historical restoration and virtual reality. The introduction of modern information technology could increase students' familiarity with information technology, so that students can perceive logistics information more deeply, enhance their understanding ability, and achieve effective infiltration of logistics information knowledge. Big data, Internet, Wechat Official Account and other technologies should be fully applied into higher vocational education practice to enhance the diversity and richness of exhibition education, and thus let logistics information emerges with the modern form in front of the public. At the same time, by enriching the education system, higher vocational college will draw more people into receiving their education. And by enriching the forms of education, more children will engage into activities held there. In addition, they should enhance the effect of school-enterprise cooperation to meet the current needs of educational development. Also, both comprehensive education effect and the comprehensive quality of students should be strengthened for the organic combination of higher vocational colleges and schools, thus truly making the former become the carrier and platform for training talents and adapting to the current needs of economic and social development.

### **3.5 Setting up small-scale classes of higher vocational colleges outside the school time**

In the process of constructing the teaching system of Logistics Engineering, higher vocational colleges could set up small-scale classes outside the school time and thus be better integrated with the school. In practice, higher vocational colleges should actively negotiate with the school, make use of the interest classes offered by the school, and abstract more students entering higher vocational colleges with extra-curricular classes set by the school, thus helping students better perceive historical civilization and improve their comprehensive literacy. At the same time, this kind of class could draw students interested and be introduced into school in the form of exhibition boards, multimedia PPT, non-legacy workshops and others alike, thus enhancing the richness and interesting of courses and making students truly participate. In addition, the literary works of higher vocational colleges and school education can be combined accompanied with resource collation, so as to realize the effective integration of higher vocational education. Besides, these colleges should build a knowledge system of liberal arts, let students participate in cultural learning in more ways, improve the effect of cultural learning, and thus truly enrich their cultural deposits. At the same time, it is supposed to open up the educational channels further to meet the current needs of higher vocational education. In this way, it can effectively enhance the comprehensive influence of higher vocational education and adapt to the current development trend of cultural industry.

Micro-class Video can not only ensure better effect of classroom teaching but also conform to the development direction of modern education reform. As a result, students will play the bigger part in classroom, elevate their role in learning, and better consolidate knowledge points.

Video micro-class has the following characteristics. Firstly, class hour is very little. Generally speaking, it varies from five to eight minutes. During the short class, the key and difficult points are deeply analyzed and explained so that students can grasp and improve learning efficiency. Secondly, it do not contain less content. Because one lesson just concentrates on one key knowledge point, its content is very limited. However, there is still a lot of relevant knowledge being involved in the process of the explanation, which can also strengthen students' understanding of a certain

knowledge point.

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