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Reform of Reaching Mode of Logistics Management Major in Colleges and Universities under the Background of Intelligent Logistics

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Abstract: With the arrival of the era of intelligent logistics, in order to meet the social needs, logistics enterprises have put forward new demands for staff capabilities. Only with high comprehensive quality can we meet the needs of the new logistics era in China. Relevant professionals must have certain innovation ability, cooperation ability, big data thinking, collaborative sharing thinking. This paper discusses and analyzes the reform of the teaching mode of logistics management major in colleges and universities under the background of intelligent logistics.

1. Introduction

The logistics management major has strong practicality and operability. Colleges and universities must take practical teaching as the main content of the training of application-oriented and comprehensive talents. Therefore, colleges and universities must set up corresponding logistics management practice teaching, improve the importance of logistics practice teaching, and constantly cultivate compound, comprehensive and applied talents for the society.

2. Characteristics of intelligent logistics

At present, China is in the stage of economic reform, economic structure optimization and improvement, and needs to transform the growth momentum. The construction of smart logistics can promote the transformation and upgrading of China's logistics industry and open up a new path for the development of China's logistics industry. [1]Generally, intelligent logistics is mainly composed of intelligent transportation, intelligent distribution, intelligent storage and intelligent terminals. Compared with the traditional logistics model, intelligent logistics uses advanced scientific and technological means to establish and improve an intelligent and intelligent logistics system, so that the system has the ability to think, perceive, learn, infer and judge, find problems in the transportation logistics process in a timely manner, and propose solutions in time. The application of smart logistics combined with the Internet of Things, cloud computing, big data, artificial intelligence and other new technical means can realize the refined and lean management of logistics management, as well as dynamic and scientific control, so that the logistics industry will move towards the development path of automation, visualization, controllability, intelligence and networking, thereby improving the

utilization rate of China's logistics resources, and ensuring the efficiency and rationality of the logistics operation system. With the continuous development of intelligent logistics construction in China, the training of students majoring in logistics management in colleges and universities should strictly follow the needs of the market economy to establish corresponding training programs, so as to provide innovative and complex talents for the logistics industry.[2]

3. Analysis of logistics talent demand in the context of smart logistics

With the continuous development of smart logistics construction in China, the logistics industry has put forward new demands for the professional competence of current employees.

3.1. Reduced demand for manual operation

As scientific and intelligent means are widely used in various industries in China, more and more enterprises invest more time and material costs in equipment upgrading, technology upgrading and other aspects. Under the current situation, China's logistics enterprises must move towards the road of informatization and automation, constantly improve the level of automation within the enterprise, so as to improve the logistics efficiency, use advanced machinery and equipment to replace the original manual posts, reduce human costs, and improve the accuracy and accuracy of logistics.

For example, JD has established a relatively complete intelligent logistics system. It has unmanned warehouses and unmanned intelligent distribution stations. Packages are packed, sorted and loaded by robots instead of manual work. It is a leading intelligent logistics system in China. At the same time, as the intelligent logistics system is widely used in the express industry, it can replace the traditional full-time courier and reduce the human cost.

3.2. Increasing in demand for intelligent logistics operation and technical talents

With the wide application of smart warehousing, smart distribution and other technologies, China's logistics industry has gradually embarked on the road of efficient and intelligent development. In order to ensure the normal operation of the intelligent logistics system, the demand for operation related technical personnel is increasing. At the same time, with the upgrading and optimization of China's express industry, the Internet of Things technology and cloud computing system are widely used in the express platform, which can provide consumers with more efficient and high-quality services, and also increase the job demand for intelligent express personnel. In addition, with the continuous expansion of the scale of China's logistics companies, in order to ensure the stable operation of the intelligent logistics Internet platform, the demand for new "Internet plus transportation" composite talents has gradually increased. Only by ensuring the normal operation of the Internet platform, can we achieve rapid information docking, resource sharing and reduce the logistics costs of enterprises.

3.3. Intelligent logistics requires higher comprehensive quality of talents

In general, with the continuous upgrading and optimization of China's logistics industry, it requires talents to gradually transform from technical professionals to comprehensive talents. The professionals related to smart logistics must control the application of core technologies, future development direction and development trends of smart logistics, understand the current background of smart logistics, and define the operation mode of the logistics industry in the new situation, in order to master the practical application of advanced smart logistics information technology.

4. The current teaching situation and problems of logistics management specialty in colleges and universities

4.1. The teaching situation of logistics management major in colleges and universities

Under the current situation, our universities have set up targeted practical teaching for the logistics management specialty. For example, warehousing training, transportation and distribution, freight forwarding, and enterprise operation simulation training. For practical teaching, it can be divided into two parts: on campus practical training base and off campus enterprise practical training. On campus practical link refers to that colleges and universities have set up corresponding on campus practical training base and established a logistics practical training teaching environment with software and hardware; Off campus enterprise training is mainly to provide students with internship opportunities and internship posts through visits and school enterprise cooperation, so as to continuously train students' practical operation ability. However, for the students majored in logistics management in China, most colleges and universities still teach mainly through lectures. There is a phenomenon of "emphasizing theory over practice", which leads to that the students majored in logistics management do not conform to the development of the times and cannot meet the social needs, which makes the students' comprehensive ability level cannot be improved, and hinders them from playing their own value in the future work.

4.2. Problems in the teaching process of logistics management major in colleges and universities

4.2.1. Practice teaching lags behind and does not conform to social development

Although the logistics management major in most colleges and universities has set up corresponding practical teaching courses, however, because the practical teaching content is mainly aimed at the traditional warehousing and transportation process operation, it has certain limitations. In addition, the teaching content of practical teaching is relatively backward, and the teaching equipment is outdated, which leads to the lack of scientific, rational and efficient practical teaching. At the same time, due to the limited funds of most schools, there is no way to timely update the software and hardware equipment involved in the practical teaching of logistics management, which further makes the practical teaching relatively backward. In addition, most colleges and universities did not involve in information and intelligent logistics in the process of practical teaching, and did not apply advanced technologies related to the Internet of Things and big data in the logistics system, resulting in practical teaching divorced from reality, not in line with social development, and unable to meet new social needs.

4.2.2. Too much special skill training, without paying attention to the comprehensive development of students

The practical teaching courses in most colleges and universities are aimed at special skill training or single skill training related to the theoretical knowledge of the course. For example, warehousing, operation, transportation, freight forwarding, practical training, and the use of forklifts, which are courses only for single skill training, have no way to cultivate students' comprehensive abilities, resulting in students' inability to adapt to social needs in their later work.

4.2.3. Inadequate practical projects of layered and classified training and personalized training

Generally, due to the scale, tradition and limitations of the practical teaching of logistics management major in colleges and universities in China, most of the students majoring in logistics

management will engage in e-commerce logistics related industries after graduation, while the practical operation on campus is just batch and large-scale teaching, without targeted and personalized training based on the actual learning situation, professional direction, strengths and advantages of students. As a result, students' specialties and natures are suppressed, which further hinders the improvement of the comprehensive ability of students majoring in logistics management in China.

4.2.4. Inadequate innovation and entrepreneurship practice projects

Most colleges and universities have not set up special and targeted entrepreneurship and innovation projects, and have not integrated innovation awareness and entrepreneurship awareness into the practical teaching curriculum, resulting in that students do not have the corresponding innovation ability and entrepreneurship ability, and cannot meet the needs of the new background of intelligent logistics.

5. Reforming measures of the teaching mode of logistics management major in colleges and universities under the background of smart logistics

Under the current circumstances, the teaching mode of the logistics major in colleges and universities in China has not kept up with the development of the times and cannot meet the social needs. Colleges and universities must innovate the traditional teaching methods, ensure the teaching quality and teaching level, and establish a sound and unified practical teaching system of logistics management in colleges and universities under the background of smart logistics.

Under the background of smart logistics, the teaching system of logistics management specialty in colleges and universities should conduct comprehensive analysis and consideration from the aspects of smart logistics operation, smart logistics technology application, smart logistics comprehensive training, and smart logistics enterprise training.

5.1. Smart logistics operation training

For the social logistics operation training, we must take the traditional warehousing, distribution, express delivery, transportation, freight forwarding and other operation training as the basic content, actively introduce advanced intelligent logistics technology means, and innovate traditional theoretical knowledge and operation methods, in order to constantly improve the operation efficiency of logistics, further optimize the logistics operation process, and reduce the operating costs of enterprises according to the new technical concepts and logistics methods.

Specifically, colleges and universities can introduce advanced technology and equipment, and require students to improve their information technology level and ensure the efficiency and rationality of their work by optimizing transportation systems, improving distribution routes and transportation efficiency, saving costs and other related operational training.

At the same time, in the process of smart express training, information technology can be used to make express services efficient, safe and convenient. The smart express platform can realize remote operation, complete online delivery, intelligent sign in, and achieve express one click service, providing users with more convenient and fast high-quality services.

5.2. Application of intelligent logistics technology

Colleges and universities can set up corresponding smart logistics technology application courses, combine logistics big data analysis and application, Internet of Things application, smart logistics equipment and other courses, and achieve the integration of theory and practice, so that students can apply theoretical knowledge to practical operation, and constantly cultivate students' comprehensive

quality.

For big data analysis and application training, colleges and universities can establish big data resource platforms and big data mining and analysis platforms to constantly cultivate students' ability to find and solve problems. Specifically, colleges and universities can set up logistics customer analysis projects, requiring students to analyze customer needs and classify customers, so as to achieve accurate operation, accurate marketing and improve the efficiency of intelligent logistics. At the same time, the logistics operation mode can be optimized and improved, the warehousing and transportation process can be optimized and improved by using big data related technologies, and the corresponding intelligent warehouse separation prediction and intelligent location system can be established. In addition, colleges and universities can optimize and improve the supply chain, use big data technology to predict customer demand for goods, and further improve the efficiency of the supply chain.

5.3. Intelligent logistics comprehensive training

5.3.1. Logistics skills competition

In general, logistics skill competitions mainly include intelligent logistics storage and distribution operation optimization design and implementation projects, freight forwarding events of the World Skills Competition, logistics enterprise operation events of the Innovation and Entrepreneurship Skills Competition, etc. The above projects are highly practical and comprehensive, and require students to have excellent professional ability and strong comprehensive practical operation ability. Students should be able to skillfully complete the relevant operations of the logistics specialty, have good psychological quality and team cooperation ability, and should have a persistent and not afraid of difficulties professionalism.

Through the skill logistics skill contest, students' potential can be stimulated, their enthusiasm and initiative can be improved, their difficulties can be overcome, their perseverance can be achieved, so that students can learn independently and solve problems independently, their practical ability can be further improved, and their comprehensive quality can be cultivated to meet the needs of society.

5.3.2. Smart logistics innovation and entrepreneurship project

Colleges and universities can carry out corresponding innovation and entrepreneurship practice projects of smart logistics, introduce advanced innovation and entrepreneurship platforms, and urge students to complete innovation and entrepreneurship projects of smart logistics and smart express. With the continuous development of China's retail industry and the gradual rise of e-commerce industry, the demand for complex talents with e-commerce operation and supply chain management is increasing. Colleges and universities can establish cross professional and cross regional innovation and entrepreneurship projects, combine e-commerce, marketing and logistics, and innovate the teaching mode of logistics, so as to cultivate a group of new complex talents with innovation and entrepreneurship capabilities for the society.

6. Conclusion

Smart logistics refers to taking the Internet as the support, widely applying the Internet of Things, big data, artificial intelligence and other advanced scientific and technological means to the logistics field, making the Internet of Things and the logistics industry integrate and interact with each other, so as to achieve intelligent and intelligent logistics, so that logistics enterprises can improve logistics efficiency and provide customers with better services.

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