

## Research on the Training Mode of Applied Logistics Talents in Universities

Li WANG

Sichuan College of Culture and Arts, Mianyang, Sichuan, 621000, China

wangli1129680631@163.com

**Keywords:** logistics talents, colleges and universities, application-oriented, reform

**Abstract:** In the context of the reform of the education system, new requirements have been put forward for all stages of education. especially for college education. If you want to cultivate more applied talents, you should have a sufficient understanding of the current teaching situation. And appropriately optimize the course teaching mode, Develop a talent training plan that meets the needs of the market, analyze the logistics professional teaching, increase the proportion of practical training courses, and realize the effectiveness of teaching. Based on this, this article mainly analyzes the necessity of training applied logistics talents, and elaborates the training strategies to adapt to market demand, which is for reference only.

### 1. Introduction

Driven by the rapid development of my country's logistics industry, the demand for logistics talents continues to increase. In order to meet social needs more effectively, various colleges and universities pay more attention to the establishment of logistics management majors, which will help cultivate more applications Type logistics talents. However, in the actual training of talents, we should pay attention to market demand. And optimize the talent training program, analyze the local needs for logistics talents, develop a school-enterprise cooperation model, conform to the development requirements of the times, and encourage logistics talents to meet the society's requirements for talents , And then give play to its own advantages in the development of the industry.

### 2. The importance of training applied logistics talents in colleges and universities

In the context of the rapid development of my country's logistics industry, the demand for talents continues to increase. However, due to diversification restrictions, At this stage, market talents do not have sufficient knowledge of logistics management and research, and they are even subject to more serious restrictions and influences. Therefore, if we want to achieve more effective training of applied talents, we should pay more attention to all aspects of education, which will help formulate targeted education programs and reduce the impact and restrictions. In addition, the popularization of higher education puts forward more requirements for talent training. Only by continuous innovation and optimization, can we maximize the effect of talent training, make it more suitable for the development of society, and provide more help for the future development of talents<sup>[1]</sup>.

### 3. Problems faced by applied logistics talent training in colleges and universities

In the process of practical training of applied logistics talents in colleges and universities, due to the influence and restrictions of diversified factors, the effect of course teaching cannot be guaranteed and the improvement of the comprehensive ability of talents is restricted. One of the more common problems is that the talent education model is out of touch with reality, and effective education cannot be achieved, resulting in the inability to effectively improve the comprehensive level of talents, the unreasonable proportion of talent structure, and the relatively small number of intermediate and senior logistics talents with practical experience, while the relatively surplus of junior talents .In addition, part of the curriculum is aging, the teaching content does not pay enough

attention to innovation, and always follows the traditional single teaching mode. The student's learning enthusiasm cannot be effectively stimulated, and the student's learning confidence is reduced. In addition, in the process of teaching, theory and practice are out of touch, and students are not provided with opportunities for training and internships, resulting in students learning theoretical knowledge but not knowing practice, which affects students' future development, and the impact is more serious and cannot be promoted. The improvement of the training level of applied logistics talents<sup>[2]</sup>.

#### **4. The training model and countermeasures of applied logistics talents in colleges and universities**

##### **4.1 Develop talent training in all directions**

In the process of actual talent training in universities, in order to effectively train more high-quality talents, traditional education concepts should be changed. Not only need to focus on school education, but also face the society, it should be equipment-oriented and all-round talent training should be able to innovate talent training models. Is closely integrated with the local regional economy, so that talents can meet the needs of industry development. And in the context of the development of my country's economic globalization, export trade has developed relatively rapidly, and the demand for talents in the logistics industry has been increasing. In order to achieve effective management of talents, it is necessary to strengthen the attention to various tasks. Carry out talent training, and through the integration of theory and practice, effectively exercise talents, and then give full play to the effects of talent training and reduce the restrictions that arise. In addition, the logistics industry is currently in short supply of three types of talents: research, management, and operation. In order to achieve effective talent training, it should ensure that enterprises have certain requirements for talent management, and focus on management talents to optimize talents. Use to achieve more targeted training.

##### **4.2 Application of order-based training model**

The order-based talent training model is based on employment orientation. In actual talent training, colleges and universities usually sign application-oriented talent training contracts with enterprises, and strictly follow the agreement to carry out talent training, so that talents can master the training requirements and solve employment destinations. The problem, the effect of training. In addition, this talent training model helps to achieve seamless connection to the enterprise, and promotes the application-oriented talents to have a more comprehensive understanding of the work content of the enterprise, and then achieve targeted training, avoiding the influence and restriction of the traditional loose management mode. Moreover, through the development of this model, students can embody the effect of internship and achieve employment. At the same time, enterprises can participate in talent training, basically realize the innovation of the training model to ensure that it meets the needs of corporate talents.

##### **4.3 Strengthen the emphasis on the school-enterprise cooperation model**

In the actual education process of colleges and universities, in order to cultivate more high-quality talents, the school-enterprise cooperation model is being promoted at all stages. The development of this model can not only ensure the employment of talents, but also provide more for the development of enterprises. Help a lot. Therefore, for the training of applied logistics talents, colleges and universities should do a relatively comprehensive analysis in advance and have a more adequate understanding of the training plan. This will help realize the innovation and optimization of talent training and ensure the quality of talent training. , Follow the principles of training and management. In addition, the school-enterprise cooperation model should focus on career development, which will help grasp the current development status of talents, and then appropriately innovate and optimize, and fully guarantee the quality of talent training.

##### **4.4 Carry out training step by step**

College teachers should pay attention to their own responsibilities and effectively optimize talent training in all aspects. This will help formulate targeted talent training programs and realize effective education. While following the principle of step-by-step teaching, it should strengthen the modular teaching model. Pay attention to the formation of a reasonable design teaching model around the ability of logistics positions, which will help innovate teaching methods, formulate teaching programs that meet the teaching requirements and enable students to quickly accept, promote students to participate in knowledge learning more actively, and realize the true meaning of education to ensure teaching effect. It should be noted that for the training of applied logistics talents, due to the relatively large amount of content involved, if you want to achieve more effective education, you should focus on analysis and grasp the current status of students' ability and learning, and then be able to appropriately optimize and perfect, promote the improvement of the effectiveness of curriculum teaching, follow the educational philosophy with employment as the guidance, and provide more help for the future development of students.

#### **4.5 Establish a feedback system with all sectors of society**

The training of applied logistics talents cannot be completed overnight, and long-term development goals need to be formulated. This will help to continuously optimize and innovate teaching, select acceptable content for different learning stages, and realize effective education. Continuously optimize the teaching evaluation model, reform the traditional teaching evaluation model, effectively integrate school evaluation and social evaluation, grasp the current student learning situation, and maximize the effect of evaluation. At the same time, in the evaluation process, a feedback system can be established according to the actual situation to analyze the current education and teaching status, and then evaluate the comprehensive ability of college students, realize effective education, and enhance students' employment competitiveness.

### **5. Conclusion**

In conclusion, in the process of practical logistics talent training for logistics majors in colleges and universities, because there are relatively more content involved, and it is also a systematic project, in order to ensure the quality of talent training, it should be done relatively well. Comprehensive analysis, formulating talent training plans, and constantly innovating applied logistics talent training models, in line with the requirements of the society for talents, gradually forming a logistics talent training system with local characteristics, promoting the healthy development of the logistics industry, and making the region's economy stabilized and improved, and the effect of training applied logistics talents will be fully utilized.

### **Acknowledgments**

Project source: School-level topics "Research on Logistics Talents Training Based on University Mode" (Item Number CWYB202008);

Sichuan Private Education Association Research Center Project "Research on Training Mode of Logistics Management Specialty in the Universities" (Item Number MBXH20YB13)

### **References**

- [1] Wang Wei, Huang Li. Discussion on the cultivation mode of port logistics application-oriented innovative talents based on school-enterprise cooperation[J]. Chinese Market, no.33, pp.149-151, 2020.
- [2] Chen Yan. The current situation and model construction of logistics training courses in colleges and universities under the perspective of promoting education through competition[J]. Journal of Chengdu Normal University, vol.36, no.07, 2020.