

# Research on the Cultivation of Innovation and Entrepreneurship Ability of Logistics Management Majors in the Age of "Internet + "

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**Abstract.** "Internet + " is positioned as a national development strategy. China is committed to promoting the deep integration of emerging technologies such as mobile Internet, cloud computing, big data, and Internet of things with traditional industries, such as modern manufacturing and logistics, and creating a new development ecology. To achieve healthy development in the fields of e-commerce, industrial Internet and internet finance. The promotion and support of the state for the "Internet + " action plan will contribute to the rapid development of China's economy and society and the transformation and upgrading of all walks of life. As a logistics accounts for a significant proportion of the traditional industries of our national economy, all aspects are faced with the problem of how to seize the opportunity to meet the challenges, which necessarily requires as a senior logistics personnel training base and innovative pipeline of Logistics Management in Higher Education Innovation and Entrepreneurship The training aspect will be adjusted accordingly to ensure that students can quickly adapt to the needs of the development of the logistics industry in the future "Internet + " situation.

## Introduction

With the advent of the era of information globalization and sharing, Internet+ has begun to penetrate and spread rapidly in various industries, becoming the most dynamic new force in the current domestic economic development. Internet thinking has also played a positive role in promoting the transformation and upgrading of traditional industries while spawning new industries. As an important industry in the domestic economic development, the logistics industry has become more and more advanced in recent years, and the cultivation of logistics talents has also attracted the attention of the state and all walks of life. The training task of professional logistics talents is undertaken by domestic universities. Therefore, the level of logistics education in colleges and universities directly affects the cultivation of logistics talents in China. Therefore, in the training of logistics talents, it is mostly exploratory, focusing on cultivating high-level logistics talents, while ignoring the real needs of enterprises, causing serious disconnection from the actual situation. With the rapid development of China's logistics industry, the demand for logistics talents in the industry has increased exponentially. The existing middle and high-level logistics talents can no longer meet the development needs of China's logistics industry. The shortage of logistics talents has become the bottleneck restricting the development of China's logistics. Under the new economic and social forms, college education must create a more profound space environment for the cultivation and reserve of logistics talents in China.

## The Impact of the "Internet + " Era on the Demand for Innovation and Entrepreneurship of Logistics Talents.

The modern Internet is a new tool for mass entrepreneurship and innovation , and puts forward "mass entrepreneurship and innovation" in the government work report. It is known as the "new engine" for upgrading and upgrading the modern Chinese economy. This shows that the role of the modern Internet industry is very important. To explore the reform of logistics management professionals under the "Internet + " situation, it is necessary to comprehensively analyze the opportunities and challenges faced by current logistics management undergraduate education. It is necessary to realize that the arrival of the "Internet + " era not only profoundly affects the logistics

industry itself, but also It will have an important impact on higher education. The influence of "Internet + " on the current training of logistics management professionals in China's colleges and universities is mainly reflected in the following aspects.

### **"Internet + " Emphasizes the International Outlook and Service Concept of Logistics Talents.**

In recent decades, the acceleration of economic integration, the growth and integration of global capital markets, and advances in information and Internet technologies have led to the gradual convergence of previously divided national or regional markets into a unified global market. In this context, the scope of products and services continues to expand, the product life cycle is gradually shortened, and global logistics activities are more complex, leading to the trend of internationalization of logistics. With the advent of the "Internet + " era, the strategic goal of "One Belt, One Road" will inevitably require China's logistics enterprises to have the strength of international operations. The international logistics company integrates the global outsourcing and inbound logistics modules of the customer's enterprise with the local warehousing and distribution system to achieve the connection between the upstream and downstream ends of the supply chain. This requires enterprise personnel to have an international outlook, strong international logistics, cross-border logistics, international trade and overseas market law, warehousing management model application and other aspects of expertise, understand the relevant international logistics system operation.

### **"Internet + " Provides a New Platform for College Students to Innovate and Start a Business.**

Nowadays, "Internet + " leads the development of China's entrepreneurial innovation, and the logistics industry is no exception. The industry's transformation is always going on. The low threshold of Internet entrepreneurship directly provides a new practice platform for college students. College students are highly sensitive to Internet technology and are passionate, courageous and creative about Internet entrepreneurship. With the strong support of national policies, the influx of large amounts of funds and the emergence of entrepreneurial service platforms, it is easier for young people to start an Internet business, and the speed of entrepreneurship is getting faster and faster. But no doubt, the lack of experience in traditional industries and deep experience students in school have learned expertise often not directly with industry practice docking, for "Internet +" logistics of how "+" are often little understood. The entrepreneurial environment in China is more complicated, and the requirements for entrepreneurs are relatively high, which also increases the difficulty for college students to innovate and start businesses. Therefore, the "Internet + " era provides college students with a higher and lower threshold for innovation and entrepreneurship. On the one hand, it puts forward higher requirements for college students' entrepreneurial quality. The college education industry must seriously consider how to cultivate in the education process. Students are innovative, pragmatic, highly resilient and capable of learning.

### **The Analysis of the Status Quo of College Logistics Talent Training under the Background of "Internet + "**

The logistics management profession has a short time in China's higher education, and it is still not mature in professional construction and curriculum design, especially in practical teaching design. Although the combination of theoretical teaching and practical operation skills has been adopted in the form of teaching, the proportion of theoretical teaching is still relatively high. There is still a certain demand for talents in the cultivation and export of talents, especially for high-skilled professionals. difference. In general, the following problems exist in the practical teaching of logistics management in Chinese universities:

#### **College Logistics Personnel Supply Below the Market Demand for Talent.**

With the sustained and rapid development of the economy, the domestic logistics industry continues to expand, and the demand for logistics talents is increasing day by day. Relevant data show that the annual shortage of logistics talents in China has reached 1 / 4 of the demand. The lack of logistics talent has severely restricted the logistics industry in China. development of. The

demand for logistics talents is mainly based on the logistics talents of middle and high-level managers. The work of grassroots operators is biased towards manual labor, so there is not much demand for practitioners' qualifications. Most people can do the job. These talents are not lacking in logistics enterprises, and supply exceeds demand. The middle managers and senior managers have higher requirements for professional quality and practical experience, and the development of China's logistics education system is imperfect. As a result, these two types of talents are seriously scarce and far from meeting the needs of domestic modern logistics development. In addition, the imperfect logistics education system of domestic universities and colleges, the training objectives are vague, and some of the logistics professionals trained are not in line with the needs of enterprises. Some professional logistics talents have finally engaged in other unrelated industries, making middle and high-level logistics talents in the logistics talent market. There is a large gap in it.

### **The Teaching Process is too Heavy on Logistics and Light E-Commerce, Students Lack Motivation.**

The development of cross-border integration has now become a new trend and an important way of innovation. With the rapid development of the domestic express industry, the cross boundary and interactive development of the logistics industry and e-commerce has become the inevitable choice for the sustainable development of the logistics industry. At present, there are few courses related to electronic commerce in the curriculum system of logistics management in Colleges and universities in China. In the course of teaching, teachers can not integrate the related professional knowledge of e-commerce in the course of classroom teaching, which leads to poor students' knowledge integration and poor application practice ability.

### **Lack of Basic Education Facilities and School-Enterprise Cooperation Bases.**

Compared with the traditional theoretical classroom, it is a good practice for logistics students to enter the logistics enterprise. First, students can apply the knowledge they have learned in the classroom to practice, improve their understanding of logistics theory, and enhance their understanding of logistics processes. Second, understand the true meaning of logistics process operations in practical work, and focus on future learning. Learn what you can apply to your work and strengthen your workouts. With the rapid development of China's economy, the logistics industry has grown rapidly. The major logistics companies are increasingly demanding the professional quality and practical experience of logistics talents. This makes the students in school have no better advantages in entering the company. There is great enthusiasm for students to enter the logistics enterprise internship, and the logistics company is very cold in the consideration of the company's interests. This has led to such a school-enterprise cooperation model in an embarrassing situation.

## **Based on "Internet + " College Logistics Management Professional Innovation and Entrepreneurship Ability Training Reform Ideas**

### **Continuously Push Forward the Integration of Logistics and E-Commerce Teaching, Practice Teaching Construction Projects of Cross-Border Integration Conditions.**

The integration of logistics management and e-commerce practice teaching is an important way to promote the cultivation of compound talents in logistics management. The reform and innovation of practical teaching of logistics management majors in colleges and universities should fully combine the needs of off-campus enterprises for the composite talents of logistics management, and continuously develop and construct the project conditions of professional cross-border practice teaching integration to ensure students' synchronization of physical logistics network and virtual e-commerce network. Understand and learn the basic requirements, create a professional collaborative supply chain-based combination of practical teaching curriculum system, combine students' theoretical understanding and functional training of logistics and e-commerce, improve students' comprehensive application ability and overall quality of practice.

### **To Promote the "Innovation + Entrepreneurship" Practice Teaching.**

Build practical teaching team, develop a series of comprehensive design experiment projects, and establish an experimental teaching platform based on big data technology. In the course of teaching, we should cultivate the students' "double creation" ability, integrate the existing practical teaching resources, create a practical teaching platform of "innovation + entrepreneurship", and build a practical teaching system for cultivating students' ability by class. We should pay special attention to training students' practical ability, innovation ability and comprehensive ability to use the practical ability. Special attention should be paid to basic practice courses, practice links and extracurricular practical activities. First of all, basic practice can help students to link up their knowledge and deepen their understanding of theoretical knowledge. This link enables students to have a solid theoretical basis and basic practical ability. Secondly, in practice, practice curriculum should attach importance to comprehensive curriculum design of comprehensive application of subject knowledge, such as logistics information technology and database curriculum design, integrated supply chain design and optimization design, exercise students' practical ability and innovation ability. Finally, competition activities and scientific research activities set up in extracurricular practice can help students develop their research ability and sustainable development ability.

### **The Establishment of Internal and External Training Base.**

With corporations, universities, graduate research and interview process, mentioned training room construction and actual work situation docking enterprise, to create a professional learning, practice working environment, which is important for personnel training. For example, the "planner" position of the supply chain management, the "warehouse manager" position, the "freight forwarding" and "operation" of international logistics can be simulated in the training room. By school funding, introduced the real business projects, etc. establishment of an integrated logistics training room, practice teaching diversity, establish a security mechanism to ensure long-term effect of combination of engineering practice teaching. Through the on-campus training platform, students are familiar with and master the warehousing, distribution, transportation, procurement and production logistics operation processes and technologies. In the real production and trade enterprises and logistics enterprises, they improve their logistics software and hardware operations and logistics solutions. Practical ability, students can adapt to work positions after graduation and adapt to the needs of grassroots management positions.

## **Conclusion**

Under the background of "Internet +", the concept of big data and cloud computing has become more and more in-depth in all walks of life, and the society has put forward new requirements for the cultivation of logistics talents. The cultivation of logistics talents' innovation and entrepreneurship ability is a systematic engineering project. It requires the joint efforts of universities and society to cultivate modern logistics talents that meet social needs, professionalism and innovation ability. However, it cannot be denied that the cultivation of logistics talents in colleges and universities is actually lagging behind social development. It is necessary for the state, society and universities to jointly determine the training strategy, formulate training objectives and provide material security, in order to gradually form a training model for logistics professionals in line with China's national conditions, and promote logistics in China. The development process of the industry will further promote the more stable and healthy development of the national economy.

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