

University-Enterprise Cooperation Is the New Trend of the Reform of Logistics Universities

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Abstract

Based on the analysis of present situation of logistics personnel, parsing the existing problems in the process of universities' logistics personnel training. Combined with the related theory and practice, this article comes up with university-enterprise cooperation, and builds logistics professional students developing courses and practice implementation plan.

Key words: University-enterprise cooperation; Logistics talents; Curriculum

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INTRODUCTION

Modern logistics are the foundation of national economy, and economic logistics activities in all areas of the national economy constitute the logistics industry. The logistics industry in our country comes up late. Since the 1980s, domestic economic reform has promoted the development of commodities circulation and international trade. With the transformation and upgrading of logistics activities, logistics technology, logistics service management, logistics service quality and capacity have increased significantly. Domestic logistics is presenting demanding expansion. At the same time, enterprise logistics socialization and specialization have enhanced. Logistics enterprises seek to be personalized, and the

market is becoming more and more international. With the construction and integration of logistics infrastructure strengthening, logistics industry competition is increasing.

Compared with the developed countries, there is a certain gap in the overall level of our country's logistics industry. The mixed-quality of our country's logistics professional is low and specialized logistics management personnel is needed. The system of logistics service is not perfect enough, traditional enterprise management mode is not suitable for modern logistics management system that extensive management pattern has no fundamental change. The economic development of our country is in transition period. Logistics industry is also in the transformation and upgrading which leads to the requirements change at all levels of the logistics personnel quantity and capacity. This is a new challenge for the cultivation of logistics personnel in colleges and universities. Logistics talents' structure of our country at all levels is not reasonable that low level operation staffs are too much but senior talents who master both technology and management are very in short. In order to improve the matched-degree of colleges and universities' logistics personnel training and social needs, this article is aimed to study the teaching of university logistics professional students mainly from the perspective of university-enterprise cooperation.

1. THE ANALYSIS OF THE MODERN LOGISTICS TALENTS' SITUATION

1.1 The Definition of Modern Logistics Talents

Systematic, informatization, networked, internationalization, cost minimization, supply chain integration are the features of modern logistics, which put forward the new request to the logistics personnel. Modern logistics talents should not only know about the professional logistics knowledge, but also master management science, economics, computer science,

logistics legal system, English and so on. Modern logistics talents should have the character of excellent business capability, career development ability (such as learning, interpersonal communication, planning and organizing, emergency response capacity, innovation), team-work ability, hard-working spirit so as to work out the problems of management, transportation, information, law, language in logistics industry.

1.2 The Classification of Modern Logistics Talents

By category, modern logistics talents can be divided into logistics enterprise talents, talent in business logistics, planning consultation talents, international logistics talents, research education logistics talents. By hierarchy, modern logistics talents can be divided into elementary management and operation talents, middle management and higher-level managerial talents. The current domestic logistics personnel structure is pyramid (as show in Figure 1).

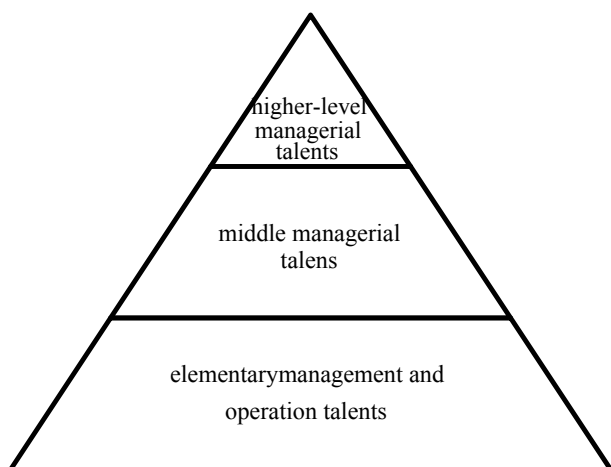


Figure 1
The Current Domestic Logistics Personnel Structure
Figure

1.3 The Demand of Modern Logistics Talents

With the transformation and upgrading of domestic logistics industry, modern logistics are a comprehensive industry which covers the knowledge of management, purchasing, warehousing, transportation, packaging, dispatching, economic and computer. There is a large demand for professional logistics talents. In domestic, quantitative shortage (especially higher-level managerial and skilled talents) and capacity gap are current problems.

In 2015, the demand of logistics talents is nearly 600 thousand in our country. According to the empirical data, the demand of the higher-level planning logistics talents maybe 10 percent of the market (especially logistics consultant, international logistics talent, research logistics talent), middle management is 30 percent and elementary management and operation talents is 60% (Liang, 2015).

2. ANALYSIS PROBLEM OF THE CULTIVATION OF LOGISTIC TALENTS

The universities take on heavy responsibility for the cultivation of logistic talents. At present, about 450 universities, 923 vocational colleges and 867 secondary schools have already set up logistic major, which can be divided into logistics management and logistics engineering. The number of logistics professional graduates increases rapidly. According to statistics, among the employees of logistic, the master is 3%, the bachelor is about 19%, specialist college graduates are 37%, the secondary vocational school students are 41%. According to the survey of the University of New Orleans for the national logistics management education degree, 92% of the logistics managers have a bachelor degree or above, 41% have master degree, 22% have a certificate. It can be seen that there are quite a lot of problems in the cultivation of logistic talents in our country (Liang, 2015).

Our country lacks of experience in the training of logistic talents, although we always follow foreign advanced method. First, the training programs we built lags behind requirements of society, and lack of corresponding training standard of different levels of logistic talents. Second, class instruction is still the main mode of teaching, and practical teaching becomes formalistic (such as simulation laboratory). The practical courses we set lack of unified standard, and the quality of practice teaching is hard to grasp. Third, the implementation of careers guidance for logistic talents is not very well. The research of the employment market for logistic talents is not deep enough. Forth, the weakness of the teaching staff is that some teachers are inexperienced. It's still very short of practice facilities and practice base.

The problems mentioned above have taken difficulties to cultivate logistic talents. First, logistic talents structure is unreasonable. Top talents and technical personnel are rare. Second, compared with the multi-talents of logistic of society's needs, those logistics professional graduates have poor practical ability that reduces their employment competitiveness. The labor shortage and employment squeeze coexist among logistics talents.

3. RESEARCH OF CULTIVATING LOGISTICS TALENTS IN UNIVERSITIES BY COOPERATING WITH ENTERPRISE

University-enterprise cooperation is an educational pattern which is guided by market demand. This pattern is contributed to share resource and has complementary advantages. It is a method of teaching that can combine theory with practice. Theoretical education and cultivation of practical activity are the feature of university-enterprise

education. It can not only offer practical occasions, but also promote targeted and applicable education, which can increase students' career ability. University-enterprise cooperation can improve corporate recognition, which is the perfect match of social and economic efficiency maximization. Beijing Wuzi University President Xudong Wang has pointed out in *Guangming Daily* that the significance of local college and universities which are the owner developing motive and the endurance of gaining support from governments and is its better services for regional economic development and social progress. Higher learning and society more closely linked is the basic difference of popular education and elite education. Most of local colleges and universities undertake the main task of carrying out popularizing education that asks for local colleges and universities strengthening the connections with the society and raising the awareness of public service (Wang, 2013). Recently colleges and universities have launched a series of actives of teaching and scientific research from top to down based on that educational guiding ideology to cultivate comprehensive quality of students.

3.1 Strengthen Teachers' Professionalism and Research Institution's Social Service Awareness

From the point of strengthening teachers' professionalism, Beijing Wuzi University has let teachers start up a temporary post in the enterprise. Party Secretary of Beijing Wuzi University Li Shizhu said that as a university of cultivating applied talents, working in enterprise temporarily is an important approach to the growth of young teachers and can improve talents quality. Teachers' starting up a temporary post in the enterprise can be divided into four levels, strengthening their own comprehensive quality, taking students' into an enterprise for practicing, applying for projects with enterprise and obtaining projects form the enterprise directly. Those who work in the enterprise should carry out progressively combining their own ability. At present, there are already 30 teachers have been worked in enterprise temporarily. In order to support and encourage young teachers below 45 years of age, our school has made up programs for each of them. Taking into account personal intension, academic specialties and the talent demand of enterprise. Our school is a bridge for teachers and enterprise, it's a tow-way choice between them. Our school also give them additional subsistence allowance, reduce teaching workload, give them fake professional titles in priority, help resolve problems when they take temporary work in enterprise, organize the communication of experience regularly.

Beijing Wuzi University has already established Zhongguancun Modern Logistics Industry Institute of Technology initially. This is a platform for upgrading school resource, logistics industry integration and educational reform, which also has the function of

public service. Zhongguancun science park management committee and more than 70 business leaders have come to Beijing Wuzi University for field trip and communicated on cooperative problems. Zhongguancun E-commerce and Logistics Industry Alliance have already set up by enterprises and research institutions have advantages on e-commerce and logistics industry chain, including 33 member enterprises such as Jingdong Mall, Dangdang, Vancl, Lacarra, Lenovo and so on. In order to improve modern logistics' service level, they share resource and develop techniques jointly. The establishment of this alliance indicates the universities in logistics' sense of social responsibility and value. This alliance also provides a wide platform for teachers' to play their strength and set up practice-base field for students.

3.2 The Establishment of Quality Expanding Course and Practice Base on Account of University-Enterprise Coordination

Logistics management is a composite major and has strong operability. As for logistics management teaching, vocational skills and attitude are much more important than theoretical knowledge. Therefore, teaching contents should focus on applied logistics knowledge and actual operation skills.

Innovative talents cultivation in domestic education comes down to professional and innovation quality. For the status of logistics industry, employers favor job hunters with strong general capacity. Quality development (which includes elective courses of humanistic quality, technology, art, job market's simulated training, designing proposal of employment and social skills) is a good way to enhance the employment competitiveness of logistics professional students. Through the above-mentioned methods, ideological and ethical standards, physical and psychological quality, basic competence (information processing, self-study, language expression, cooperation, the use of English and innovation capability) all can be upgraded.

The reason why colleges and universities attach importance to practical teaching is that logistics specialty has strong practicability. Under the university-enterprise cooperation educational system, the construction and effective use of practice base is the key to guarantee teaching effect. In order to make the cooperation work smoothly for long, the perfect degree of organization structure, the validity of management system and stable economic benefit should be the referential standards when universities choose to cooperate with enterprises. The stability, speciality and advanced technology and equipment of logistics practice base can provide good practice platform for students, at the same time the students can benefit from the practical teaching of workplace. Their innovation potential can be stimulated, and operational capacity can be reinforced.

In order to carry out practical teaching, Wu Yue, the Dean of logistics institute, has built the first logistics system and technology laboratory which are used to provide scientific research for domestic students and teachers. It has already been a national test site of innovative personnel training mode which is a formal and systematic construction model and experimental teaching system, and it is a famous brand of logistics education.

At present, Beijing Wuzi University has held a ceremony for hiring six entrepreneurs to take charge of honorary dean and research supervisor so as to cultivate students' applying ability and innovative ability. Entrepreneur has been introduced to our school while teachers and students practice in enterprises. By working together in this mode, universities and enterprises not only strengthen the cooperation, but also provide platform for students to practice and cultivate innovation ability (Li & Lu, 2012).

Logistics professional in our school has established partnership with Zhongdu Logistics Ltd, and junior students go to Zhongdu practice base for learning and communicating. There is a lot of topic news of Zhongdu logistics cultural festival at our school's web page. University-enterprise cooperation atmosphere is infiltrated into educational activities of our school. Many senior students has accustomed to the atmosphere in the enterprise by all kinds of practice abilities such as academic seminar and simulation program so as to know more about enterprise culture and clear their career planning. In brief, all reforms including teacher training, curriculum setting, construction of practice base and university-school cooperation and so on are committed to raise their overall qualities in practice.

3.3 Setting Up Logistics Talents' Self-Learning Platform Based on University-Enterprise Cooperation

Setting out specific logistics management posts and constructing applied skills according to social demand based on the cooperation of university-school (Deng & Wang, 2012). Providing convenient learning track and rich self-learning resources for logistics professional students and employees of the enterprises by developing network courses based on logistics business process and setting up open courses about logistics. The goal of setting logistics courses is to promote the competitive ability of students while reflecting relevant posts' competent characteristic (Hao & Shen, 2015).

Considering career development, practicality and practicalness are the features of curriculum, practicing requirements should be combined with university curriculum which posses occupational qualities and skills.

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