

Research on the curriculum reform of warehousing and distribution management based on the integration of post competition and course

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Abstract: the application-oriented undergraduate focuses on cultivating high-level skilled talents, while the professional skills competition connects with the industry frontier, and the post practice defines the actual market demand, which is conducive to promoting the deep integration of industry, University and research, and improving the quality of discipline education. The course of storage and distribution management is highly practical. In view of many problems in the actual teaching, this paper proposes to use the skills competition platform to virtualize the real enterprise logistics business, optimize students' subject knowledge, and train their professional quality and professional skills in the competition by means of project driving and task leading.

Key words: curriculum reform, post competition course, applied talents

1. Introduction

The Ministry of education started to promote the transformation and development of Application-oriented Colleges and universities in 2017, focusing on cultivating high-level application-oriented skilled talents to serve the local economic and social development. As a national basic industry, logistics industry plays an important role in economic construction and social development; Senior logistics talents are an important resource in urgent need of society. Cultivating a large number of relevant talents has become an important way for application-oriented universities to serve the local economy. As the basic function of modern logistics, warehousing and distribution is an important field of social logistics costs, and has become a consistent hot spot of social and enterprise research. With the development of modern new technology and informatization, warehousing and distribution business has been continuously optimized, and it is also the most concentrated application field of logistics modernization. In the current explosive growth of e-commerce, warehousing and distribution activities are highly valued by the majority of e-commerce enterprises and logistics enterprises, which also drives the urgent demand for logistics storage and distribution management and information technology talents.

As an important core course of logistics management major, warehousing and distribution management emphasizes the training and cultivation of students' practical skills. Through learning, help students understand the meaning, role and related theories of warehousing and distribution management, focus on mastering the basic business and value-added business content of warehousing and distribution management, and better grasp the business process, system development and design of warehousing and distribution.

2. The significance of curriculum reform under the mode of "post competition course integration"

The course teaching of post competition course integration enables students to clearly understand the job and occupation requirements; The professional skills competition allows students to experience and feel all aspects of modern enterprise management from multiple perspectives; Taking this as the teaching reform direction of application-oriented courses can better improve the teaching quality of courses.

The significance of the practical training of post competition course integration for warehousing and distribution management is mainly reflected in:

1. Promoting learning through work will help logistics professional education keep pace with market development and the actual needs of enterprises. In the process of post practice, students can understand the job objectives and contents in advance, clarify the professional knowledge and related information technology that relevant posts should master, so as to scientifically plan the work content, and effectively improve the work efficiency and quality. Combined with social practice, students can transform their basic knowledge into professional skills, learn to consider the overall thinking of logistics enterprise operation and logistics business management as a whole, and can well analyze and grasp the market logistics demand.

2. Promoting teaching through competition is conducive to mobilizing students' learning enthusiasm and improving their learning effectiveness. An important purpose of modern education is to ensure that students master the necessary social survival skills. Through the requirements of subject competition projects, the learning direction can be clarified, the teaching content and methods can be optimized and adjusted, and the vocational skills required by students' employment can be scientifically cultivated.

The purpose of the National Undergraduate logistics design competition is to realize the combination of logistics teaching and practice, improve college students' practical ability, planning ability, coordination and organization ability, promote the reform of university logistics talent training mode, curriculum, teaching content and methods, and promote logistics teaching reform and scientific research, Build an open logistics teaching reform and academic exchange platform for colleges and universities across the country, establish a platform for the public to publicize and popularize logistics knowledge, and better cultivate and discover logistics talents.

3. The combination of work and competition can better grasp the frontier knowledge of the subject and solve the related problems encountered in practice for enterprises on the basis of enabling students to deeply understand and master the knowledge of the course; It

is also conducive to the expansion of professional teachers, strengthening the construction of high-level teachers' team, and optimizing the quality of professional construction; It is also helpful to cultivate students' good professional quality and physical and mental quality, exercise students' ability to work independently, and enhance their sense of teamwork.

3. Analysis of the current teaching situation of warehousing and distribution management course

First, the teaching standards are not scientific enough.

The curriculum standard is an important basis for classroom teaching design and teaching content organization. However, the formulation of curriculum standards has not been extensively demonstrated and thoroughly studied. It is generally written, formulated and implemented by teachers, and has not been adjusted and optimized for many years. This makes the existing curriculum standards prone to deviation due to personal subjective factors such as the professional level of new teachers and differences in understanding the key and difficult points.

Second, the knowledge content of the course is out of touch with the job skills and discipline competition needs.

At ordinary times, most teachers mainly design and implement classroom teaching according to the knowledge content of the textbook, fail to well understand the frontier theoretical trends and modern technological changes in the field of warehousing and distribution, and fail to fully sort out the professional knowledge and practical skills required for the corresponding occupation and post, so they cannot keep pace with the times in teaching. Of course, it has not been integrated with the contents of "national supply chain competition" and "National Undergraduate Logistics Design Competition".

Third, the classroom teaching method is relatively simple, which can not keep pace with the times.

At present, the theoretical teaching of warehousing and distribution management course still adopts the "lecture" teaching method. Students passively accept relevant knowledge, resulting in low interest and weak mastery of theoretical knowledge. In addition, most of the curriculum training projects are carried out in the school training site, unable to feel the real social work situation, prone to the situation of large deviation between posts and learning tasks, resulting in insufficient training of students' key professional abilities and unsatisfactory training effect.

4. Content analysis of the reform of warehousing and distribution management course under the application oriented Undergraduate Education

1. promote learning through work, scientifically sort out and arrange the curriculum knowledge system, and implement comprehensive education

Applied undergraduate education is to cultivate comprehensive professionals who not only master professional knowledge, but also have practical skills. It has become an inevitable trend to put professional courses into practice. The curriculum system and content are designed based on the corresponding post ability requirements of modern enterprises to realize the docking of post courses. However, while strengthening the applicability, it also needs enough professional knowledge to support. Therefore, in the teaching activities of the course, first of all, we should effectively integrate and refine the originally jumbled subject curriculum knowledge, and eliminate the turnip while retaining the turnip; The sorting out of curriculum knowledge should fully combine the development requirements of society, market and enterprises for talents, and also consider the specific requirements of work practice for posts. At the same time, in the analysis of curriculum knowledge, we should adhere to education oriented, constantly integrate the ideological and political education and professional ethics education, and ensure the combination of knowledge education and campus education.

2. promote teaching through competition and strengthen the business content expansion of the course teaching logistics project

At present, there are two main types of subject competitions that undergraduate logistics students can participate in: one is the national enterprise competition simulation competition and the national supply chain competition, which are characterized by real enterprise virtual logistics operations; The other is the corresponding logistics scheme design competition based on Logistics cases, such as the national logistics design competition and the international supply chain modeling and design competition.

The development and design of warehousing and distribution management service is the teaching difficulty of the course. In essence, each cooperation project undertaken by warehousing and distribution management enterprises is a customized personalized logistics service for customers. In the course teaching, we should combine the characteristics of warehousing and distribution management enterprises, turn each logistics cooperation project into a project, and help students better realize the transformation from professional knowledge to practical operation. Specifically, it is necessary to combine customers' individual needs and logistics conditions - divide them into two types of customers: production enterprises and commercial enterprises, design the corresponding logistics service content, and then sort out the reasonable logistics business operation process. another

3. combine work and competition, strengthen school enterprise cooperation, gather advantageous resources, and strengthen student team cooperation and vocational skills training

According to the business characteristics of enterprise warehousing and distribution management, enterprise logistics services can be transformed into specific projects. In this way, the knowledge of the course can be integrated into the actual work process. Especially in the development and design of the logistics service project, the key part of the course, we should constantly change the teaching methods - using online courses, flipped classes, MOOCS, etc. in turn, improve the teaching methods of the course - increasing project driven and task

oriented teaching, etc., and improve students' participation in the class, so as to stimulate their enthusiasm and initiative in learning and increase their sense of learning achievement.

4. strengthen the practical training of curriculum post competition projects and strive to improve the cultivation of students' vocational skills

Application oriented undergraduate education, different from the training objectives of higher vocational professional talents, highlightsIt emphasizes the cultivation of high-quality applied professionals who have a solid knowledge base and understand technology and management. Therefore, in order to actively change the original undergraduate teaching focus on the inheritance and learning of subject knowledge, and improve the current situation of students' high vision but low hand after learning, we must continue to strengthen the training and training of warehousing and distribution management professional skills.

To strengthen the practicality of warehousing and distribution management course, on the one hand, its content should be mainly focused on the design of warehousing and distribution management services, and the corresponding practical links and practical projects should be continuously added to the content of other modules; On the other hand, we should actively develop off campus practice bases so that students can exercise and improve their work skills, accumulate their professional qualities and strengthen their professional ethics in specific positions and work businesses in enterprises.

5. Implement the multi-dimensional evaluation system of the course under the integration of post competition courses to promote the all-round development of students

Adhere to the all-round development of students, closely combine course teaching with skills competition and professional post requirements, and pay attention to the comprehensive evaluation of logistics students' solving practical problems. First, build a comprehensive evaluation system composed of enterprise experts, teachers and competition experts represented by the "post course competition"; The second is to convert students' subject skills competition, competition certificates and enterprise post practice assessment results into corresponding credits of the course; The third is to evaluate the course teaching organization and teaching effect in time during the course implementation; Finally, the effect of curriculum implementation is evaluated scientifically. In the process of teaching evaluation, monitor the course teaching process integrated by "post course competition", and feed back the evaluation information to students and course teachers in time; At the same time, through various forms such as students' self-evaluation, mutual evaluation, and teacher evaluation, teachers can help teachers reasonably adjust teaching contents and methods.

5. Summary

Post competition course is an important mode of cultivating applied talents. Applied logistics undergraduate education requires students to master basic knowledge and pay attention to exercise and cultivate their basic practical skills. As a professional course of logistics management major, warehousing and distribution management has strong practicality, especially the project of enterprise business, which requires higher quality and ability of students. Through specific enterprise tasks and logistics practice projects, students can fully experience the knowledge they have learned and feel the actual work in their active participation, which helps them better understand and master the professional knowledge and practical vocational skills of the course. Teaching and learning grow together, which also provides a good practice mode for applied undergraduate teaching.

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