

Research on the Training Strategy of Logistics Management Innovation Talents Driven by the Integration of Industry, Education, Science and Innovation under the Background of New Business

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Abstract: With the continuous development of the times, new business has become a new trend. In this situation, there are new requirements for logistics management talents. Therefore, for logistics management major, it has become particularly important to drive the improvement of talent cultivation through the integration of industry and education, in order to further enhance innovation awareness. As for the current development situation, many teachers do not have rich practical experience and a certain understanding of business knowledge, which makes it difficult to have a clear understanding of the practical problems in the cultivation of management talents. In the new training context, it is necessary to fully establish a specialized teaching approach for logistics management major that integrates industry, education, science, and innovation.

Keywords: New business; Logistics management major; Cultivation of applied talents

With the continuous development of the times, new business education is closely integrated with the digital economy era, and a series of new technologies including big data and blockchain are integrated, providing effective technological means for industrial transformation and laying the foundation for the development of new business models. It should be noted that in the new business education concept, students no longer need to stick to conventions, but should constantly stimulate their innovative consciousness and develop the ability to handle complex problems^[1]. From this point of view, talent cultivation in the context of new business focuses more on knowledge application rather than passive knowledge acceptance, thus cultivating composite new talents with both applied and innovative abilities. The logistics management major often requires the comprehensive support of applied business talents in order to achieve corresponding industrial transformation. Based on the current practical situation, the cultivation of applied talents under the background of new business is not ideal. Below, we will elaborate on the training strategy of logistics management innovation talents driven by the integration of industry, education, science and innovation under the background of new business. Below is a brief analysis of the training of innovative talents in new logistics under the direction of "New Business".

1. Establish a direction for cultivating applied skills

In terms of the current development of the logistics industry, it is often necessary for relevant professional talents to possess various professional skills and be able to proficiently apply multiple skills. This is also an important manifestation of talent cultivation in the context of new business, providing basic direction guidance for talent cultivation^[2]. In terms of specific skill cultivation, it is necessary to conduct comprehensive research on the development of regional logistics industry, further clarify the professional skills required, and carry out highly targeted talent cultivation. Among them, it is necessary to continuously track the relevant information technology and constantly updated logistics equipment used in the logistics industry, in order to provide effective technical support for the integration of industry and education, further improve the cultivation level of innovative talents in logistics management, and achieve further development of the logistics industry.

2. Rebuilding a talent training system

For the strategy of cultivating innovative talents, it is necessary to constantly make corresponding adjustments in line with the changes of the times. For the training strategy of logistics management innovation talents driven by the integration of industry, education, science and innovation under the background of business, the basic learning objectives should be based on industry development and logistics management skills, achieve a combination of theory and implementation, and ensure the quality of practical teaching, thereby effectively stimulating

students' innovation awareness. Among them, it is necessary to integrate skill development with employment practice, which is also a fundamental manifestation of the integration of industry and education. Therefore, the construction of talent cultivation system must match the characteristics of industrial development, achieve new breakthroughs in professional vocational education, and thus construct corresponding teaching models. The teaching system should closely monitor the basic trend of rapid industry development, integrate professional education with industry development, effectively adjust course content settings, and ensure the construction of integrated courses of industry and education^[3]. In addition, innovation and entrepreneurship should be incorporated into the talent training system and fully utilized throughout the entire process. The construction requirements of this system fully reflect the fundamental characteristics of talent cultivation under the background of new business, thereby providing reliable talent support for industry development and achieving rapid development of regional industries. For example, based on the key planning and strategic layout requirements of the regional port cluster and logistics center in Changsha, Zhuzhou and Xiangtan, and based on job group research, professional course resources can be integrated, compulsory courses and lesson hours can be reduced, and the proportion of elective courses can be increased. The professional course system can be reconstructed according to the "job group-capability matrix-curriculum". In summary, the restructuring of the talent cultivation system has become particularly important, and targeted adjustments need to be made in conjunction with industry development trends to provide strong support for industry transformation.

3. Strengthening practical teaching through school enterprise cooperation

With the continuous changes of the times, the development speed of the logistics industry is also continuously improving, requiring a large number of new talents as basic support. However, the characteristics of talent under traditional training methods do not match the actual needs, and the level of combining theory with practice is not particularly high, which makes it impossible to achieve flexible application of multiple skills. The talent cultivation method of integrating industry and education can effectively solve this problem, enabling students to have strong practical work abilities. The comprehensive construction of practical training bases can provide reliable training support for practical learning, further tilt social resources towards schools, and provide necessary resource support for the integration of industry and education. It should be noted that the construction of practical training bases means the rational application of enterprise resources and provides effective resource support for the cultivation of skilled and compound talents. From this perspective, schools should not only guide students to engage in practical learning within enterprises, but also provide corresponding support to ensure that students can have a deep understanding of the real work environment and industry development characteristics, thereby further stimulating their innovative thinking and providing strong talent support for the sustainable development of enterprises. For colleges, through school enterprise cooperation and joint education, they can quickly understand the latest developments in the industry, adjust talent training goals in a timely manner, and cultivate more professional talents that are beneficial to society. For example, in the teaching process of "Logistics System Planning and Design" course, modern teaching methods such as combining online and offline teaching, flipped teaching, etc. are adopted. At the same time, enterprise practice cases are combined with students to teach and demonstrate in a simulated simulation environment, allowing students to hands-on and participate, thereby enhancing their learning interest and deepening their understanding and grasp of knowledge.

4. Building a diversified evaluation system for new business

In order to achieve the fundamental goal of talent cultivation, it is necessary to comprehensively improve the quality of talent cultivation. It should be noted that the evaluation methods for talent cultivation in the past were not reasonable, and it is necessary to construct evaluation indicators that include multiple aspects. Firstly, the evaluation indicators should be multidimensional. It is necessary to conduct a multi-dimensional assessment and evaluation of the familiarity with different course contents, and construct comprehensive evaluation indicators including problem solving and innovation and entrepreneurship, in order to further enhance students' comprehensive literacy and innovation awareness, and achieve effective matching between the curriculum system and employment needs. Secondly, further enrich the evaluation methods. Traditional evaluation is often based on results and requires an increase in process evaluation. And combine the design of exam content with scenario simulation to make the evaluation method more scientific and reasonable. In addition, it is important to attach importance to tracking and evaluating graduates, as well as conducting regular evaluation surveys, in order to continuously improve the diversified evaluation system for cultivating innovative talents under the background of the new business.

5. Conclusion

With the continuous development of the times, the digital economy represented by new business is having a huge impact on various industries, including the logistics industry. It is foreseeable that there will be a rapid iterative development trend in logistics technology and industrial equipment, with a high demand for innovative talents. Therefore, it is particularly important to conduct research on the training strategies for logistics management innovation talents driven by the integration of industry, education, science and innovation under the background

of the new business. On the one hand, it is necessary to reconstruct the course content according to industry development trends. On the other hand, effective adjustments should also be made to traditional evaluation methods. Thereby further improving the quality of cultivating innovative talents and providing reliable talent support for the development of the industry.

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