

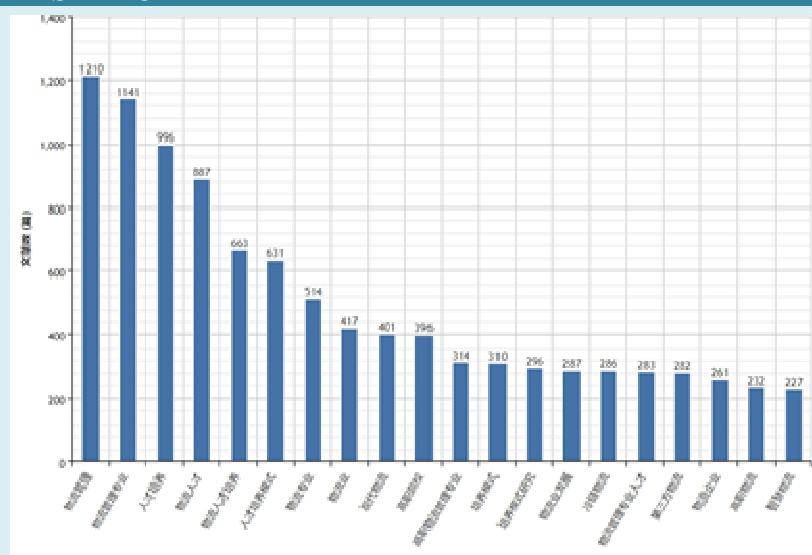
Analysis of the Current Status of Logistics Talent Cultivation in Beijing Universities Based on CNKI Retrieval

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ABSTRACT



With the rapid development of the logistics industry, the demand for professional logistics talent has grown significantly. As a city rich in educational resources, Beijing hosts numerous universities offering logistics-related programs.

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1. INTRODUCTION

The logistics industry plays a pivotal role in the modern economic system, bridging production and consumption. In recent years, the rise of e-commerce, smart manufacturing, and other emerging industries has propelled the logistics sector into a phase of rapid expansion, driving diversified and high-end demands for specialized talent.

2. Current Status of Logistics Talent Cultivation in Beijing Universities

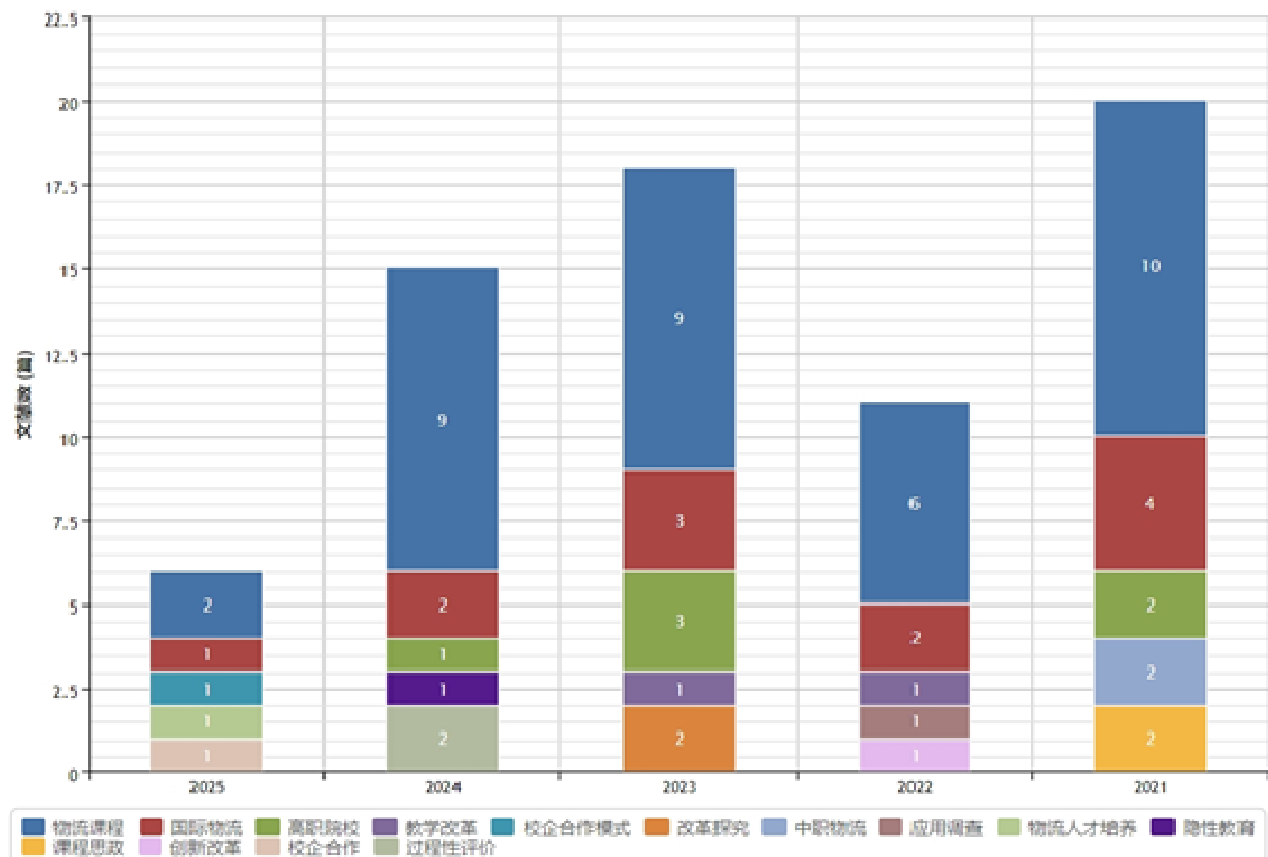
2.1. Program Offerings

Logistics-related programs in Beijing universities are diverse, encompassing Logistics Management,

Logistics Engineering, and Procurement Management. Logistics Engineering, which focuses on system planning, design, and optimization, is emphasized in universities with strong engineering backgrounds.

2.2. Curriculum System

General Education Courses: Courses such as Ideological and Political Theory, College English, and Computer Fundamentals are common, fostering students' foundational skills and comprehensive abilities.



Foundation Courses: Logistics Management programs include Introduction to Logistics, Principles of Management, Statistics, and Operations Research. Logistics Engineering adds technical courses like Engineering Mechanics and Mechanical Design Basics.

Core Courses: Logistics Management focuses on Supply Chain Management, Warehouse Management, and Logistics Cost Control.

2.3. Practical Teaching

Laboratory Training: Universities utilize logistics simulation software and equipment for experiments such as warehouse layout optimization and route planning.

internships: Students engage in 1–3-month internships at logistics firms, e-commerce logistics departments, or manufacturing enterprises to apply knowledge.

2.4. Faculty Structure

Most faculty members hold master's or doctoral degrees from renowned institutions, with expertise spanning logistics, transportation, and management science.

3. Challenges in Logistics Talent Cultivation

3.1. Unclear Program Orientation

Homogeneity exists in program design and objectives across universities, failing to reflect institutional strengths or meet industry demands for multi-tiered talent.

3.2. Curriculum-Industry Misalignment

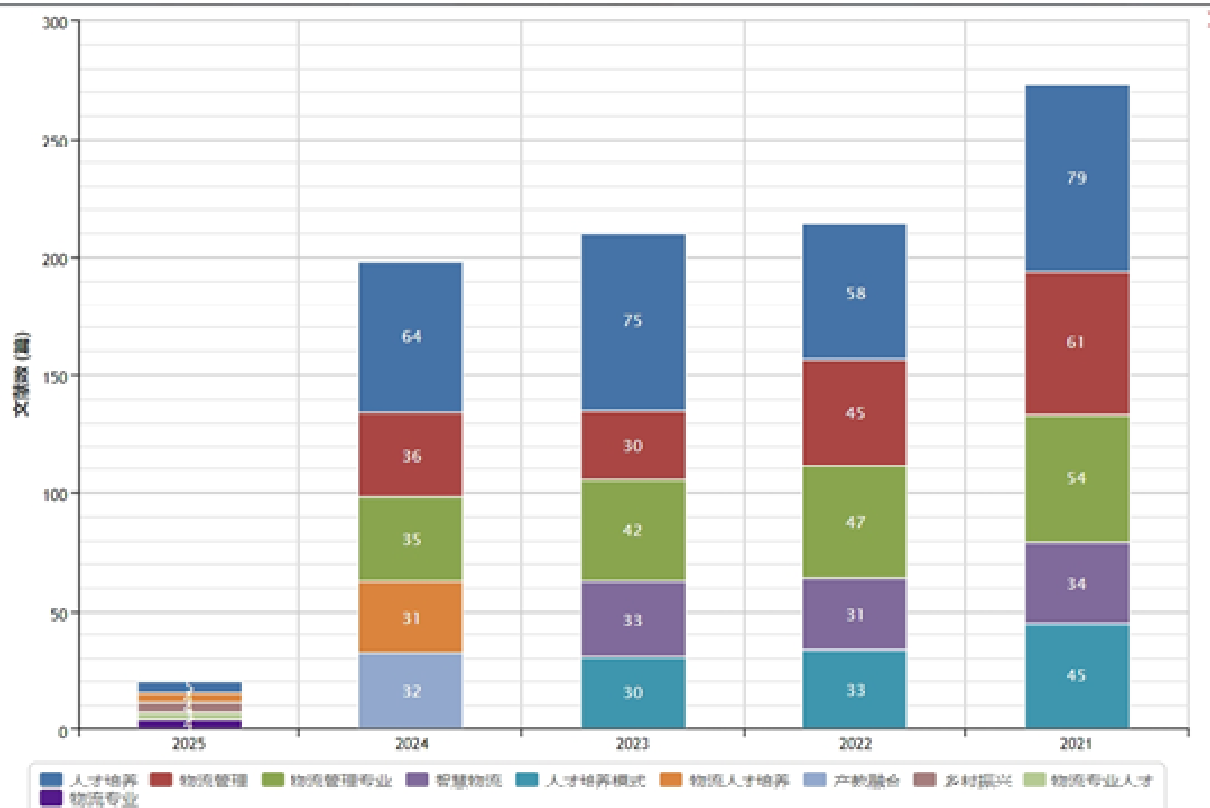
Outdated content and insufficient coverage of emerging technologies (e.g., blockchain, drone delivery) hinder students' readiness for industry evolution. Redundancy and gaps in course sequencing further weaken the curriculum.

3.3. Weak Practical Training

Resource Shortages: Laboratories lack advanced equipment, and internship partnerships often fail to expose students to core business operations.

3.4. Imbalanced Faculty Structure

Lack of Industry-Experienced Faculty: Most instructors lack frontline logistics work experience, limiting their ability to integrate theory with practice.



Age Disparities: Overreliance on young and senior faculty, coupled with a shortage of mid-career professionals, impedes sustainable development.

4. Recommendations for Improvement

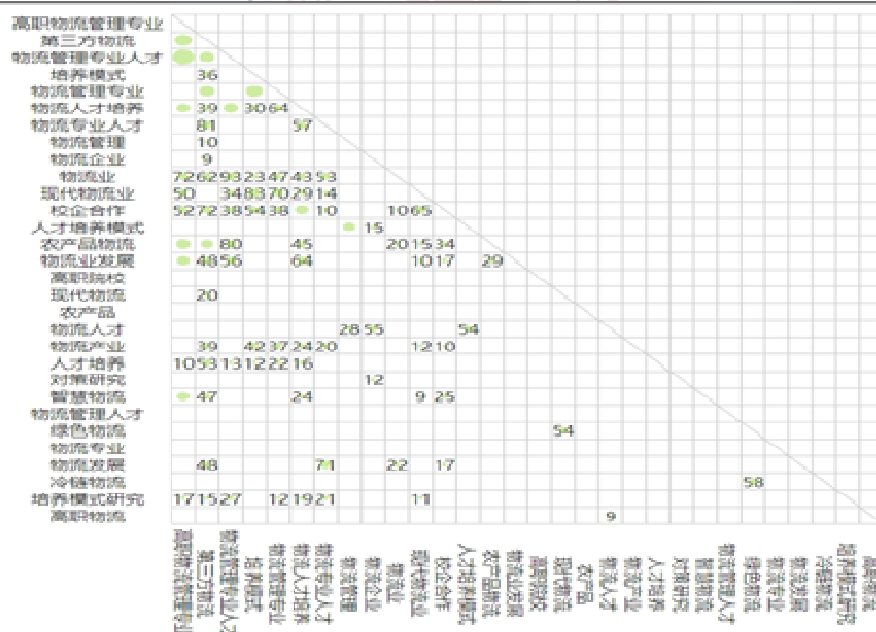
4.1. Clarify Program Positioning and Highlight Institutional Characteristics

Research-Oriented Universities: Focus on cultivating high-end talent for theoretical research and technological innovation.

4.2. Optimize Curricula to Align with Industry Needs

Update Course Content: Integrate emerging topics like Blockchain in Logistics and Smart Warehousing.

4.3. Strengthen Practical Teaching



Invest in Resources: Upgrade laboratories with advanced simulation tools and expand partnerships with leading logistics firms.

4.4. Optimize Faculty Structure

Cultivate Industry-Experienced Faculty: Establish programs for faculty to gain practical experience and collaborate with enterprises.

Balance Age Demographics: Strengthen mentorship

Conclusion:

Universities in Beijing have achieved certain accomplishments in cultivating logistics talents, yet some challenges persist. By clarifying disciplinary positioning, optimizing the curriculum system, strengthening practical teaching components, and enhancing the structure of the faculty team, institutions can effectively elevate the quality of logistics education. These measures will enable universities to supply the logistics industry with more high-caliber professionals. Concurrently, higher education institutions should maintain continuous monitoring of industry developments, dynamically adjusting and refining talent cultivation models to meet evolving sector demands. Only through such proactive adaptation can universities secure a competitive edge in both educational competition and industrial advancement, thereby making substantial contributions to the logistics sector's growth in Beijing and nationwide.

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