

# **Analysis of the Construction Strategy of Innovation and Entrepreneurship Education Faculty for Students Majoring in Modern Logistics Management in Higher Vocational Colleges**

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**Abstract:** To meet the development needs of logistics industry, the modern logistics management major of higher vocational colleges needs to cultivate high-quality skilled talents with innovation and entrepreneurship literacy. the teaching staff of innovation and entrepreneurship education is an important guarantee for higher vocational colleges to enhance students' innovative spirit, entrepreneurial awareness and innovative entrepreneurial ability. To solve the current problems in the construction of innovation and entrepreneurship teaching staff of modern logistics management major in higher vocational colleges, this paper puts forward a series of countermeasures and suggestions to improve the quality of innovation and entrepreneurship education in higher vocational colleges.

**Key words:** Higher Vocational Colleges; Modern Logistics Management; Innovation and Entrepreneurship Education; Teaching Staff

## **1. Introduction**

With the continuous adjustment, transformation and upgrading of China's economic structure, innovation and entrepreneurship have become an important driving force for economic development. As the main position for cultivating application-oriented talents, higher vocational education is becoming increasingly important in innovation and entrepreneurship education. With the promotion of the current policy of "innovation and entrepreneurship", higher vocational innovation and entrepreneurship education is facing new challenges and opportunities. How

to build a higher vocational innovation and entrepreneurship teaching team to meet the requirements of the times is an urgent problem to be solved. the quality and level of teachers directly affect the quality and effect of innovation and entrepreneurship education, and affect the cultivation of students' innovation ability and entrepreneurial spirit.

Jiangsu Maritime Institute (JMI) is a full-time higher vocational college located in Nanjing, the capital of Jiangsu Province. It is a high-quality vocational college in China, and has been selected as the construction unit of the high-level higher vocational college and professional construction plan with Chinese characteristics and a model higher vocational college in Jiangsu Province. JMI has 3 campuses in Jiangning, Qinhuai and Banqiao, and has built 6 professional groups, with a total of 11 schools and 1 department. As of December 2022, the college has 1 high-level professional group with Chinese characteristics, 4 provincial high-level professional groups, 4 provincial key professional groups, 7 backbone majors of the National Innovation and Development Action Plan, and 1 national teaching resource bank. Modern logistics management is a major of the Faculty of Economics and Management, established in 2003. According to the booming needs of the logistics industry, this major actively explores a new path suitable for the training of logistics skilled personnel in China, and cooperates with large enterprises such as COSCO Shipping Logistics, Jingdong Logistics, Cainiao Network, and Best Logistics. From multiple dimensions such as training program adjustment, curriculum system construction, and internships and employment positions provision, we have created an education and

training brand for high-quality logistics operators and grassroots managers, and continued to actively explore for the cultivation of high-quality logistics talents. Under the current trend of “innovation and entrepreneurship” upgrading, the innovation and entrepreneurship education of JMI has received increasing attention. With the continuous and in-depth development of the “innovation and entrepreneurship” activities, the innovation and entrepreneurship education of modern logistics management is facing a series of challenges and difficulties, among which the construction of the teaching staff is particularly prominent. It is necessary to deeply explore the problems and difficulties in the construction of innovation and entrepreneurship faculty in higher vocational colleges, and find effective solutions and countermeasures to promote the sustainable and healthy development of innovation and entrepreneurship education in higher vocational colleges.

## **2. Problems in the Construction of Innovation and Entrepreneurship Teaching Staff of Modern Logistics Management Major**

(1) The number of innovation and entrepreneurship teachers is insufficient  
The comprehensive and effective development of innovation and entrepreneurship education needs enough teachers as a guarantee. At present, in the Faculty of Economics and Management where the major of modern logistics management is located, most of the innovation and entrepreneurship teachers are part-time administrative staff such as counselors or students. Professional teachers generally undertake the training of innovative thinking in the curriculum, and there are almost no teachers specializing in innovation and entrepreneurship courses. Moreover, among these small number of teachers, the proportion of teachers who have received systematic education in innovation and entrepreneurship theory is not very high, and there is a lack of professionals with innovative awareness and practical ability. Especially in recent years, innovation and entrepreneurship education has changed from an elite education for a small number of students to a quality education for all students, and the lack of innovation and entrepreneurship teachers has

become more prominent.

(2) The innovation and entrepreneurship faculty team are single

Choosing a good team can promote strengths and avoid weaknesses, get twice the result with half the effort. However, at present, the members of the faculty may be limited to colleagues who have a good relationship within the faculty and the major, and there are problems such as single disciplinary background, similar knowledge background, single age structure, mainly young teachers, little social experience, and lack of external entrepreneurship tutors. Therefore, it is difficult for the establishment of innovation and entrepreneurship teams to achieve the goal of resource sharing and optimal benefits. In addition, the unreasonable structure of the teaching staff is easy to lead to uneven teaching quality.

(3) The faculty team lacks practical ability

Like other higher vocational colleges, most of the teachers in JMI move from one school to another with a solid theoretical foundation, but lack of certain practical ability. Even if they cooperate with enterprises in scientific research and training after teaching, they have a relatively insufficient understanding of the operation laws of enterprises. Innovation and entrepreneurship education is an interdisciplinary field of knowledge and skills, which requires not only the theoretical basis of professional courses, but also the theoretical knowledge of economics, management, psychology, legal policy interpretation, and enough practical experience. However, because most teachers of innovation and entrepreneurship have no experience in entrepreneurship and enterprise management, they lack practical experience in grasping the key points of innovation and entrepreneurship, and cannot meet the needs of students who require combining theory with practice after receiving course guidance.

(4) The incentive for the faculty team of innovation and entrepreneurship is not enough  
Although JMI has introduced a series of performance appraisal or professional title review mechanisms related to innovation and entrepreneurship education, it is impossible to motivate the entrepreneurial enthusiasm of young and middle-aged teachers only by relying on annual appraisal or professional title evaluation. In addition, the heavy teaching and

research tasks and insufficient training of teachers make innovation and entrepreneurship teachers lack of energy and opportunities to update their knowledge and skills. When guiding and serving students, they will feel great pressure and cannot keep up with the development of the times and the pace of students' needs.

### **3. Measures and Suggestions**

Although there are certain problems in the construction of the innovation and entrepreneurship faculty of modern logistics management major in JMI, the overall quality and level of the faculty can be gradually improved by strengthening training, incentive mechanisms and cooperation with enterprises, to provide students with better innovation and entrepreneurship education services. Combined with the actual situation of this major, it can be considered from the following aspects.

#### **(1) Expand the source of innovation and entrepreneurship faculty**

It includes actively introducing and cultivating excellent young teachers, increasing the number of enterprise innovation and entrepreneurship tutors, and searching for teachers who can build teams across the college. Through the method of internal expansion and external complement, we not only increase the number of teachers and balance the teacher-student ratio as far as possible, but also strengthen interdisciplinary and cross-border cooperation, break disciplinary barriers, and promote cross-integration and collaborative innovation among teachers by looking for teachers with the intention to enter the teaching team of innovation and entrepreneurship throughout college. It also promotes the cooperation between colleges and enterprises, and introduces new technologies and new changes to enterprises by enterprise innovation and entrepreneurship tutors with rich practical experience, which makes up for the shortcomings of on-campus tutors and is closer to the educational requirements of combining theory with practice.

#### **(2) Strengthen the professionalization of teaching staff**

Through professional training, learning exchange and accumulation of practical experience, the innovation and

entrepreneurship ability of the teaching staff is improved, so that they can better guide students to carry out innovative and entrepreneurial activities. Encourage cooperation and exchange among teaching staff. Establish an exchange platform for innovation and entrepreneurship teachers, promote technical exchange, experience sharing and cooperative research among teachers, improve the overall strength and innovation ability of the whole team, and cultivate more teachers with innovation and entrepreneurship literacy. the innovation and entrepreneurship team of the modern logistics management major of JMI can actively participate in various online and offline training inside and outside the school to improve their theoretical level on the one hand, and accumulate practical experience by guiding students to participate in "innovation and entrepreneurship" activities and competitions on the other hand. At the same time, communicate more with the "innovation and entrepreneurship" teams of other faculties or other colleges to expand their vision.

#### **(3) Improve the practical ability of teaching staff**

Entrepreneurship is a very practical business. It is necessary not only to understand the current policy and economic environment of entrepreneurship, but also to grasp the key issues of entrepreneurship in the logistics industry in combination with professional reality. Therefore, teachers are required to have sufficient practical ability. This requires strong support from the government, schools and enterprises: government departments provide relevant policies and help with funds and information; enterprises establish practice training bases and innovation and entrepreneurship practice bases according to their own actual conditions, and provide sufficient practical positions and working resources for innovation and entrepreneurship teachers; the college supports teachers with funding, policies, teaching and research workload adjustment and so on. So that it can better guide students to carry out innovative and entrepreneurial activities. For example, JMI is known for navigation majors, and the innovation and entrepreneurship team of logistics majors can actively take advantage of the advantages of key majors such as navigation, marine engineering and shipping to

attract teachers with these professional backgrounds to join, to obtain more resources from colleges, enterprises and associations, and provide more practical opportunities for team teachers.

(4) Establish a reward mechanism for teaching staff

Higher vocational colleges need to reconstruct the reward mechanism for innovation and entrepreneurship teachers. On the one hand, they should provide policy support for teachers of innovation and entrepreneurship courses, apply for policies from the college level, appropriately reduce the teaching workload, and give proper preference to performance assessment and title evaluation, to encourage the innovation and entrepreneurship teachers in higher vocational colleges to actively participate in innovation and entrepreneurship education, and improve their work enthusiasm and innovation awareness. On the other hand, teachers are encouraged to continue to learn and improve themselves, and constantly update their knowledge and skills. Through formulating personal development plans, participating in further training, participating in academic exchanges and other ways, we will continuously improve our comprehensive quality and competitiveness. the continuous improvement of their own ability to stimulate the teachers to maintain the enthusiasm and enthusiasm of learning.

#### **4. Conclusion**

The importance of the construction of higher vocational innovation and entrepreneurship faculty is self-evident. Teaching staff is an important supporting force of higher vocational colleges, and its quality and level are directly related to the quality of teaching and the quality of students' success. A high-level teaching team can not only impart students' professional knowledge and skills, but also guide students to establish the correct concept of innovation and entrepreneurship, stimulate students' innovation and entrepreneurship potential, and cultivate students' innovation and entrepreneurship ability, to improve the overall education quality of the college and the comprehensive quality of students.

With the in-depth promotion of the "innovation and entrepreneurship" policy, the innovation and entrepreneurship education in

higher vocational colleges has attracted more and more attention from the society. the construction of higher vocational innovation and entrepreneurship teachers is not only an inherent need for higher vocational colleges to cope with the "innovation and entrepreneurship" policy and promote the reform and development of innovation and entrepreneurship education, but also an urgent requirement for higher vocational colleges to improve the level of education and improve the quality of talent training. Only by building a high-level teaching team with innovative and entrepreneurial spirit can we better adapt to the requirements of the "innovation and entrepreneurship" policy and better lead and promote the innovation and entrepreneurship education of higher vocational colleges.

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