On the Training Mode of Logistics Management Talents under the Background of "1 + X" Certificate

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Abstract. 1 + X certificate system pilot is a system pilot of "diploma + several vocational skill level certificates" launched by the state in order to better promote the healthy and orderly development of Vocational Education in China. This pilot work can further improve the integration of students' professional ability. As one of the first batch of logistics management 1 + X certificate pilot colleges, the logistics management major of Xi’an International University adjusted and deepened the talent training mode, and promoted the position of professional ability in talent training.

1. Introduction

In order to better promote the healthy and orderly development of China’s vocational education, this year the state specially formulated and promulgated the national vocational education reform implementation plan (referred to as 20 vocational education articles for short). It is clear that starting from this year, the pilot work of "diploma + several vocational skill level certificates" system (1 + X certificate system pilot) will be launched in Vocational Colleges and applied undergraduate colleges. The combination of diploma 1 and grade certificate x will further improve the employment ability and vocational education quality of vocational students. "Logistics management" has become one of the first five pilot professional fields. Up to now, there have been many certification tests at different levels, and a number of students have obtained the professional skill level certificate of logistics management.

The logistics management major of Xi'an International University is a first-class construction major in the province, and it is also actively engaged in the pilot work of 1 + X certificate system. In the announcement on the list of the first batch of 1 + X certificate system pilot colleges issued by the Research Institute of Vocational and technical education center of the Ministry of education, the logistics management major of Xi'an International University was approved as the first batch of logistics management 1 + X certificate system pilot by the Ministry of Education with outstanding professional advantages and comprehensive strength. Taking this approved pilot as an opportunity, the logistics management major of Xi'an International University has launched key work such as pilot professional teacher training and resource construction, organically integrating the pilot of 1 + X certificate system with personnel training mode, professional construction, curriculum construction and teacher team construction, continuously deepening the reform of teachers, teaching materials and teaching methods, promoting school enterprise cooperation, and carrying out professional courses and jobs in an orderly manner Identification and conversion of industrial skill level certificate.

2. Significance of 1 + X Certificate Implementation

1 + X certificate system is an important system design to implement the national vocational education reform implementation plan, improve the vocational education and training system, and deepen the integration of industry and education with school enterprise cooperation. The exploration of this system aims to break through the gap between academic education and vocational training, and lay the institutional foundation for further accelerating the cultivation of compound technical and technical talents and expanding the ability of employment and entrepreneurship. Through the transformation of
the evaluation baton, the teaching and training mode of vocational education will be reshaped, and the pilot of the 1 + X certificate system will be closely combined with the professional construction, curriculum construction and the construction of teachers' team; the reform of "three education" of teachers, teaching materials and teaching methods will be deepened; the cooperation between schools and enterprises will be promoted; the practical training base will be well built; the national "credit bank" of vocational education will be explored and built, and the national qualification framework will be built.

The implementation of "1 + X" certificate system aims to cultivate the compound technical and technical talents needed in the era of intelligence. It plays an important role in solving the problem that vocational education and economic and social development are not close enough for a long time, mobilizing the enthusiasm of social forces to participate in vocational education, deepening the reform of training mode and evaluation mode of compound technical and skilled talents, unblocking the growth channel of technical and skilled talents, and promoting employment and industry creation.

On the one hand, it is conducive to the improvement of students' individual comprehensive ability, which is the primary goal of talent training; on the other hand, in the process of entrepreneurship and employment, students can choose wider channels and more available resources, which also meets the current social needs.

3. Training Mode of Logistics Management Talents Under the Background of 1 + X Certificate

3.1 Training Objectives of Logistics Management Students Based on Iceberg Model

The iceberg model was put forward by mcleland, a famous American psychologist, in 1973. The model divides the different expressions of individual quality into "above the iceberg" on the surface and "below the iceberg" in the deep. The part above the iceberg, including two elements of a person's knowledge and skills, is the external part easy to understand and measure, and easy to change and develop through education and training. The parts below the iceberg, including the four elements of personal ability, values, personality traits and motivation, are the internal and difficult to measure parts of people. They are not easy to change through the influence of the outside world, but they play a key role in behavior and performance. The specific performance of each quality of iceberg model is shown in Table 1.

| Hierarchy         | Quality performance | Concrete connotation                                                                 |
|-------------------|---------------------|--------------------------------------------------------------------------------------|
| Above the iceberg: appearance | Knowledge, Skills   | Knowledge and experience gained in learning and Practice, A specialized technology in a professional field |
| Below the iceberg: potential         | Social role, Values, Self-Concept, Traits, Motives | Learning and thinking ability, innovation ability, interpersonal communication ability, etc, Criteria for judging things, Personal behavior preference, The initial intention to engage in certain behaviors can be divided into achievement motivation, power motivation and affinity motivation |
Nowadays, college education mainly focuses on the cultivation and training of students’ professional knowledge and skills. According to the iceberg model, university education should adhere to the following points on the basis of professional knowledge and skills training.

(1) Make virtue and cultivate people. The knowledge and skills above the iceberg are based on the internal ability under the iceberg. If the bottom is hollowed out and cracked, the top will inevitably collapse, which shows the importance of human internal ability. In the process of everyone's growth, they often use explicit knowledge and skills to compete. If there is no good value under the iceberg, even if they win in the individual competition, they will not benefit the society much. Therefore, college education must adhere to the principle of moral education and make students' life direction right, so as to become a useful person.

(2) Look for the invisible reason under the iceberg according to the appearance. On the top of the iceberg is the behavior of students that educators can see, see the behavior of students on the iceberg, think about the reasons under the iceberg, and then find solutions. It not only affirms students' self-awareness, but also helps them to find more effective solutions to problems, so that students gradually form the habit of correct problem-solving. For example, in university education, there are often low attendance rate, not serious attendance and not solid learning. The behaviors above these icebergs should deeply explore the reasons under the iceberg. The way to explore solutions for different reasons of different students is the way to solve both the symptoms and the root.

(3) Cultivate students’ growth thinking and the habit of lifelong learning. The difference between fixed thinking and growth thinking lies in that the former makes people think that hard work is meaningless, and smart people will always succeed, while the latter recognizes that failure is just as painful, but emphasizes how to improve next time, and mistakes are the normal process of learning.

From the iceberg model, we can see that the professional knowledge and skills floating above the ice can be called explicit literacy, which can be measured and quantified. The hidden professional consciousness, professional ethics and professional behavior under the ice belong to the category of hidden quality, which is difficult to distinguish world outlook, values and outlook on life. Under the background of the implementation of logistics management 1 + X certificate, the talent training mode of logistics management specialty should be based on the cultivation of students' professional ability and quality. What the logistics management 1 + X certificate advocates is to assess not only the professional knowledge and skills of students, but also the professional quality and ability through a certain mechanism, which is consistent with the training goal advocated by the iceberg model.

3.2 Training Mode of Logistics Management Professionals in Xi'an International University under the Background of 1 + X Certificate

The logistics management major of Xi'an International University is a special major of Shaanxi Province and a first-class construction major of Shaanxi Province. Based on the integration of production, learning, research and application, the talent training mode has won the second prize of teaching reform in Shaanxi Province, and is one of the first batch of undergraduate pilot colleges of logistics management 1 + X certificate system. In many years of teaching practice, combined with the new requirements of logistics management 1 + X certificate system, the logistics management specialty of Xi'an International University actively explores the new mode of talent cultivation under the new situation, and puts forward a new talent cultivation mode. As shown in Figure 1.
4. Adjustment Measures of Personnel Training Mode of Logistics Management under the Background of 1 + X Certificate

4.1 Governments at All Levels and Pilot Universities Should Build and Improve Relevant Supporting Systems

Starting from the overall deployment at the national level, the provincial and municipal governments should actively explore new models in the implementation process of the 1 + X Certificate in combination with the characteristics of the region, and also need to build a quality assurance system within the University, the core of which is to create a pilot environment and design a system. First of all, we should sort out the organizational functions of colleges and universities so that they can meet the requirements of the pilot program. Whether the functions of the existing organizations meet the requirements of the pilot should be sorted out as soon as possible, and the supporting system should be improved or established to ensure that the pilot work can be carried out in Colleges and universities. At the same time, because the logistics management major involves multiple departments and multiple links in Colleges and universities, the pilot colleges and universities should study and establish and improve the relevant systems, match the school management system with the management process, and introduce them in combination Information technology means, so as to improve the operating efficiency of the organization system.

From the perspective of pilot colleges and universities, we should reconstruct the content of academic education, greatly reduce the repetitive content, integrate the training content of single skill in practical teaching, and improve the efficiency of curriculum setting; reorient the training objective of academic vocational education, and give priority to the content of universal significance in the industry and long-term significance for the development of students' career. At the same time, we should innovate the form of running schools. Under the permission of the policy, we should innovate the learning system according to the learning needs, enhance the teaching, examination and management functions of skill level certificate, and develop a new training mode of "certificate first, education later".

4.2 Actively Build Logistics 1 + X Alliance

At present, Chongqing and Shaanxi have established logistics 1 + X certificate alliance and logistics 1 + X Education Alliance, which are composed of pilot universities, industry organizations and enterprises. The establishment of the alliance is based on the cooperative education, with the goal of improving the quality of talent training. It focuses on the national strategy and the development of
urban regional economy, combines the future industry and talent training, strengthens the social service ability, and combines the logistics talent training with the regional economy, so as to take this opportunity to cultivate high skilled logistics talents serving the local areas. In the specific implementation process, we can replace the enterprise internal training course with the logistics x certificate module, actively explore and promote the construction of the apprentice multiple evaluation system, and build the credit bank exchange system among the pilot universities.

The construction of logistics 1 + X alliance is to implement the spirit of 14 departments such as the general office of the Ministry of Education jointly printing and distributing the action plan for vocational colleges to comprehensively carry out vocational training to promote employment and entrepreneurship. It can further promote the construction of high-level training bases jointly built by schools and enterprises, vocational colleges to participate in enterprise training, and to cultivate teachers suitable for the needs of "double posts".

4.3 Promote the Construction of Relevant Supporting Facilities

We should further promote the construction of training resources and the reform of training models. From the government level, pilot colleges should be guided to improve the design and development ability of training projects and enhance the pertinence of training project design. Develop training course resource package and digital training resources by classification. Carry out fragmentation, flexibility and real-time training.

We should strengthen the training of teachers. We should train professional teachers to meet the needs of "double post", so that teachers can control the "two platforms" of schools and enterprises. The amount of training service hours and training effectiveness are regarded as the important content of teachers' performance appraisal.

Support multi-party cooperation to build training base. Support pilot colleges and universities to build a number of standardized training bases on the basis of existing training bases. We will support school enterprise cooperation in building a number of high-level training bases for employment and entrepreneurship.

Adhere to the work process oriented curriculum design, accelerate the improvement of the curriculum system, promote the docking of professional setting and industrial demand, the docking of curriculum content and 1 + X professional ability standard, the docking of teaching process and production process, and gradually form the working mechanism of joint development between colleges and industry enterprises.

Make full use of cutting-edge technology to develop new learning methods. The concept of project-based learning and service-based learning is widely used to develop a platform for docking between schools and enterprises, to guide the work projects and "master" resources of enterprises online, and to connect classroom teaching with the work site and enterprise practice.

Broaden practical learning channels through real training. Pay attention to the principle of evaluation to promote learning, so that students can confirm their skills acquisition at the same time in the learning process, and orderly carry out the recognition, accumulation and transformation of learning achievements embodied in academic certificates and vocational skill level certificates.

5. Conclusion

Through multi-party cooperation, resource development, system construction and system standardization, the new talent training mode promoted by logistics management 1 + X certificate system will bring a new revolution in talent training.
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