On Adding New Discipline of Special Trade Economics Southwest University Rongchang Campus

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Abstract  At present, the total production output of agricultural and livestock products is constantly increasing and the total market demand is also increasing substantially. This will increase trade volume of agricultural and livestock products and also bring about rise of talent demand. It is necessary and feasible to add new discipline of special trade economics in Southwest University Rongchang Campus. This meets social demands for special trade economic talents, especially agricultural and livestock product trade economic talents.

Keywords  Southwest University, Special trade economics discipline, Increasing the establishment

China is a country with large population and thus has huge demands for agricultural and livestock products. With advance in new urbanization and adjustment of national economic structure, the total production output of agricultural and livestock products is constantly increasing and the total market demand is also increasing substantially. This will increase trade volume of agricultural and livestock products and also bring about rise of talent demand. As we all know, the 21st century is the times of trade economy, and the world is changing from global production to global finance and trade, a world of economic globalization is coming. The demands for trade economic talents are high, especially for characteristic trade economic talents of certain industry. Southwest University Rongchang Campus has many years of accumulation for establishment of special trade economics discipline, namely, the trade and economics for agricultural and livestock products.

1  Necessity for adding new special trade economics discipline in Southwest University Rongchang Campus

1.1  Increasing the establishment of trade economics discipline is the call of the times  According to data of the World Trade Organization, total world trade volume reached 15775 billion USD in 2008, growing about 15% compared with the same period in the previous year, and China ranked the second place with 2561.6 billion USD [1]. This fully manifests the development of trade economy is the inevitable social development trend and objective law. Present competition is competition of trade economy, rather than the competition of armed strength, while the competition of trade and economy is inseparable from competition of trade economic talents, so it is necessary to cultivate enough trade economic talents. The trade economics discipline has Chinese characteristics and is a discipline studying exchange relationship and commodity circulation rules [2]. Although the trade economics discipline received considerable development after the reform and opening up, it was canceled in many business colleges in the discipline adjustment in 1998. More than 30 years of economic development proved with hard facts that trade economy has become the mainstream of the times. Market needs numerous trade economy discipline and trade economy talents suitable for globalized condition. It needs them to engage in and promote constant stability and development of trade economy. It is also the operation carrier and mechanism of world market economy and China’s socialist market economic system. Therefore, cultivating trade economic talents, especially the talents of international trade of agricultural and livestock products, is the call of the present trade economic times.

1.2  Increasing the establishment of trade economics discipline is the urgent demand for development of trade economy of agricultural and livestock products  In the context of trade economic times, China’s agricultural product trade has received unprecedented development. It has established an all-dimensional, multi-level and wide-ranging opening pattern, gradually forming superior agricultural products with labor intensive products as representative, such as vegetable, fruit, livestock products, and aquatic products. According to official statistics, the total trade volume of agricultural products rose from 6.1 billion USD in 1978 to 99.16 billion USD in 2008, and China has become the fourth largest agricultural product trader in the world [3]. Agricultural product trade plays a key role in fully using international and national resources and markets, adjusting shortage of domestic market, ensuring effective supply of agricultural products, promoting strategic structural adjustment of agriculture, solving three issues concerning rural areas, maintaining national food security and living guarantee, and consolidating fundamental industrial position of agriculture in national economy. The development of agricultural product trade economy urgently needs industrial talents versed in trade economy of agricultural and livestock products. However, for a long term, talents from the trade economics discipline of many

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universities and colleges are general trade economic talents and fail to satisfy urgent demand of trade economic development of agricultural and livestock products.

1.3 Increasing the establishment of trade economics discipline is the necessity for satisfying demands of regional economic development for talents of agricultural and livestock product trade. Chongqing or even the central and west regions are major regions of agricultural economy. To solve three issues concerning rural areas, it is required to comprehensively promote development of agricultural economy. Widespread rise of cooperative economic organizations in agricultural economic development greatly promotes development of agricultural production. In production field, China has made outstanding achievements. The total production volume of livestock products (meat products) has leap to the first place from 77.43 million tons in 2005 to more than 80 million tons in 2008\(^4\). In some areas, there is even the problem of difficulty in selling major agricultural products, such as pork, poultry meat, grain, and fruit. No doubt, an important bottleneck restricting development of agricultural economy is the trade of agricultural products. To solve trade problem of agricultural and livestock products and promote high quality and high efficient development of agricultural economy in Chongqing and even central and west regions, it needs cultivating numerous talents good at trade of agricultural and livestock products. These areas should make further expansion of market of agricultural and livestock products, need expand market demands of local agricultural and livestock products, and are eager to promote high quality agricultural and livestock products to other domestic areas and international areas. According to this, Chongqing and even central and west regions should cultivate professional talents for trade of agricultural and livestock products, to promote increase in market demands of agricultural and livestock products, so as to promote development of agriculture and animal husbandry.

1.4 Increasing the establishment of trade economics discipline is the inevitable result of integration of position and discipline resource advantages. The development of market economy needs that universities and colleges should have respective characteristics. Application of the trade economics discipline (oriented towards trade of agricultural and livestock products) is inevitable result of integration of position and discipline advantages of Rongchang Campus. In the context of new socialist countryside construction and overall construction of comparatively well-off society, Chongqing should actively develop agriculture and animal husbandry to become an economic growth pole in central and west regions. For this end, the research and development of animal husbandry technology is the core and various links with trade economy of agricultural and livestock products as the center is the key point. Southwest University Rongchang Campus has formed its characteristics in animal science, animal medicine, and aquaculture science. Its cultural technology has high level, involving trade of fresh livestock products, trade of processed agricultural and livestock products, trade of pets, cultural and ornaments, trade of recreational agricultural and livestock products, trade of agricultural and livestock technology, trade of services, trade of production means for agricultural and livestock products, and network trade, etc. Rongchang Campus is situated in Animal Husbandry Sci-tech Town, Rongchang County, thus has outstanding position advantage of trade of agricultural and livestock products. Rongchang County is the trade and information center of agricultural and livestock products, especially livestock products, and also the model region of national modern animal husbandry. According to our survey, there are more than 50 feed and veterinary drug enterprises in Rongchang County. More than 300 feed and veterinary drug enterprises from all parts of the world have set offices and sales departments in Rongchang, involving more than 600 feed brands and about 1000 veterinary drugs, and the annual volume of trade exceeds 1.5 billion yuan. These enterprises have high demands for trade economic talents of agricultural and livestock products, especially livestock products. Combining existing characteristics of Rongchang Campus, it is urgently needed to increase the establishment of trade economics discipline in Southwest University Rongchang Campus. The establishment of trade economics discipline can fully manifest characteristics of Rongchang Campus. Especially, it will complement position and function of Rongchang Campus. Thus, it is the key pivotal point for organic combination of campus characteristics with construction of humanity and social science discipline.

2 Feasibility of increasing the establishment of special trade economics discipline in Southwest University Rongchang Campus

2.2 Solid foundation for increasing the establishment of special trade economics discipline. In current situation, the trade economics discipline meets the demands for economic development. We carried out the preparation for establishment of the trade economics discipline. In particular, we studied the trade economics discipline related to demands for development of animal husbandry in west regions. From the perspective of existing teaching team of preparation for the trade economics discipline, they have high academic title, reasonable age structure, wide academic origin, coordinated knowledge and ability structure, including 5 professors of economic management and relevant disciplines, 7 presidents and associate professors of agriculture and animal husbandry and relevant product trade enterprises, 5 trade doctors and doctoral candidates, and 2 international trade masters. They have published more than 10 papers about agricultural (animal husbandry) economic management and agricultural and livestock product trade economics. From the perspective of foundation for establishment of the special trade economics discipline, Rongchang Campus has network laboratory with 210 sets of computers and 3 quantitative analysis laboratories. From the external environment for preparation of establishment of the special trade economics discipline, rapid development of many animal husbandry enterprises in Rongchang Campus needs many talents of trade of agricultural and
livestock products. From internal environment, Rongchang Campus has relevant characteristic discipline to support development of animal husbandry and has foundation for information resource sharing. From the combination of disciplines and the special trade economics discipline, there are animal science, animal medicine, and aquaculture science, and also marketing discipline closely connected with characteristics of the campus. The implementation of teaching promotes integration of discipline knowledge and provides innovation foundation for research of trade economics discipline. From the methods for establishment of the trade economics discipline, local universities and colleges, especially like Rongchang Campus, have unique methods taking advantage of regional natural resources and culture.

2.2 Great support of discipline development plan As one of the universities of national "211 project" for key construction and the provincial key comprehensive university, Southwest University has relatively perfect development plan of industrial, literal, trade, economics, administration, law, and teaching disciplines. With the aid of platform of Southwest University, Rongchang Campus has changed the situation of simple discipline and failing to support the campus development, formulated discipline development plan with animal science, animal medicine, and aquaculture science as characteristics and existing discipline as center, proposed making in-depth reform of animal science, animal medicine, and aquaculture science, and planned to apply for establishing the special trade economics discipline. It is feasible to invest funds to establish trade economics discipline and relevant disciplines, to develop agriculture-related disciplines. In this way, it is feasible to fully guarantee quality of special trade economics discipline, cultivate talents suitable for special trade economics discipline.

3 Analysis on demands for special trade economic talents

3.1 High demands of trade economics discipline for professional talents Due to development of trade economy, the demand for trade economic talents is high, especially professional talents. According to information issued by public information network of China Human Resources Market and many talents market, the demand for trade economic talents ranks the 20th place. In 2008, the rank of demands for talents was marketing, computer software, computer network, administration, logistics management, human resource management, computer application and maintenance, trade economy, and advertisement, and the trade economic talents ranked the 9th place, the number of demands reached 12848 [5]. Such talent market demand is consistent with stable and rapid development of trade economy, fully manifests requirement and demand for trade economic talents.

3.2 Current situation of demands for trade economic talents

The online survey indicates that the demand for trade economic talents is about 30%. Our statistical analysis of personnel recruitment information of Chengdu, Chongqing and Beijing indicated that among 459 valid pieces of information, 137 ones are related to trade economics discipline, ranking the 10th place, next to south developed cities and close to national demand level. Local enterprises badly need professional trade economic talents. In Animal Husbandry Sci-tech Town, Rongchang County where the Rongchang Campus is situated, there are many agricultural and livestock product related enterprises. They badly need professional trade economic talents familiar with livestock products. For example, Rongchang-Australian Joint Animal Health Project and many GMP veterinary drug enterprises state that they need more than 30 talents of trade economics discipline in total. The online survey also indicated that many enterprises in Chengdu and Chongqing are recruiting professional talents of trade of agricultural and livestock products.

3.3 Comparative analysis of existing trade economic talents of other universities and colleges in the region In Chongqing and Chengdu and other west regions, the personnel cultivation objective of most universities and colleges is concentrating on trade of non-agricultural products. The special trade economics discipline to be established in Rongchang Campus has typical industrial characteristics and unique feature. It focuses on trade of agricultural and livestock products. Therefore, it will not have market impact on existing trade economics discipline of other universities and colleges.

4 Conclusions

China is a country with large population and thus has huge demands for agricultural and livestock products. With advance in new urbanization and adjustment of national economic structure, the total production output of agricultural and livestock products is constantly increasing and the total market demand is also increasing substantially. This will increase trade volume of agricultural and livestock products and also bring about rise of talent demand. The demands for trade economic talents are high, especially for characteristic trade economic talents of certain industry. Southwest University Rongchang Campus has formed its characteristics, regional advantage, resource advantage and social and cultural advantage in animal science, animal medicine, and aquaculture science. Besides, Rongchang Campus has many years of accumulation for establishment of special trade economics discipline, namely, the trade and economics for agricultural and livestock products. In addition, the establishment of trade economics discipline is also consistent with current social development trend.

References