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## EDUCATIONAL PSYCHOLOGY ON THE PSYCHOLOGICAL IMPEDANCE OF ENTERPRISE MANAGEMENT CURRICULUM LEARNING

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**Background:** Educational psychology has played a great role in the development of enterprises in China. In the period of planned economy, it is one of the most important auxiliary means of enterprise management, and sometimes even plays a leading role. After the reform and opening up, the new enterprise system, the employment labor system and the new distribution mode under the market economy system have brought great impact on the original management mode. With the deepening of reform and opening up and the entry of foreign enterprises into the Chinese market, the establishment of the dominant position of the market economic system and the rise of new enterprise culture, the original enterprise management mode has been greatly impacted. At the same time, the dominant position of educational psychology in enterprise management has been affected, and some original functions have been weakened or even disappeared. However, with the further development of the market economy, the traditional way of enterprise work in some aspects has not adapted to the development of the new situation, lagging behind the requirements of the modern enterprise system, there is an urgent need to find a new path and carrier, especially to deal with the relationship between the construction of enterprise culture and educational psychology.

**Objective:** In today's society, with the continuous change of economic globalization and economic system, as well as China's further reform and opening up, people show more and more characteristics of individuality and autonomy, and their ideas and moral consciousness are becoming more and more complex and diverse. Especially in the era of knowledge economy, the continuous reform and development of enterprises have brought opportunities to enterprises. At the same time, some new problems and contradictions have emerged, which make enterprises face new challenges. Facing the new situation and new environment, enterprises need to innovate in the traditional ideas and methods of work, and develop in combination with educational psychology. Therefore, we should face the difficulties and solve new problems with new vision and new perspective, so as to improve the core competitiveness of enterprises.

**Subjects and methods:** In the process of enterprise development, the well-being, knowledge and social interaction of employees are all the factors that restrict the development of enterprises, so we should fully combine educational psychology to make employees improve their personal ability and play a positive role in their work. Based on three factors of impedance, this paper mainly discusses from three aspects: happiness, knowledge and social. Select 12 large, medium and small enterprises in this city, as the research object, distribute the questionnaire to its employees, and count the influence of different impedance factors on the enterprises.

**Study design:** The questionnaire was distributed to a total of 500 employees, and the questionnaire was completed at one time. Each person completed the questionnaire about 15-20 min. time A total of 500 copies were issued ,489 copies were recovered, and 484 copies were valid.

**Methods:** The influence of employees' different impedance factors on enterprises by Excel statistics.

**Results:** The realization of employee's own value in the process of work and the satisfaction of work will eventually form the happiness of employee's work. The higher the employee's happiness, the greater the positive development utility and the stronger the impedance ability. Therefore, the well-being of employees has the greatest impact on the development of enterprises, but in terms of knowledge and social, the impedance effect on the development of enterprises is not obvious.

**Table 1.** Effects of Different Impedance Factors on Enterprises.

Impedance factor	Impedance factor	Impedance factor	Impedance factor
Large enterprises	4	4	2
Medium-sized enterprises	3	4	3
Small enterprises	2	4	2

The survey results are 0-4, 0 is irrelevant, 1 indicates slight impedance, 2 indicates impedance, 3 indicates impedance is obvious and 4 indicates sufficient influence. In order to reduce the large subjective error caused in the evaluation, 500 employees were evaluated and took the average to rounding the results. The specific statistical table is shown in Table 1.

**Conclusions:** In the increasingly fierce competition, in order to be invincible, enterprises can only establish a firm foothold both inside and outside. On the one hand, we must pay attention to production links, reduce the cost of production and management, and produce marketable products. On the other hand, we must actively grasp the psychological construction of enterprise employees, build the material, spiritual and institutional levels of corporate culture, and try to overcome impetuous and short-term behavior. In the process of an enterprise from small to large, from weak to strong, the role of educational psychology is quite obvious. Embedding educational psychology into the construction process of enterprise culture, setting up the concept of people-oriented and the value system of group coexistence and prosperity is the proper meaning of enterprise development in the post-crisis era.

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## INFLUENCE OF CONSUMER PSYCHOLOGY ON THE OVERALL SPACE PLANNING OF URBAN ARCHITECTURE

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**Background:** Modern city, used to the fast pace of people need a convenient, fast, comfortable, economy and other functions of integrated space, enjoy the life and work of the high efficiency at the same time, it is hoped that the shopping behavior and leisure, entertainment, fitness, education, social interaction and other activities together, in order to relieve the pressure of work. These new trends of consumer activities make the single urban building community environment must develop with The Times to meet the psychological needs of consumers.

Nowadays, people's consumption concepts, consumption behaviors and consumer psychology have undergone great changes. The old urban architectural space environment can no longer meet their diverse and complex consumption needs. The construction and improvement of architectural space is imminent. Therefore, studying the influence of consumer psychology on the overall space planning of urban buildings can provide theoretical guidance and basis for urban architectural space construction.

**Objective:** The overall change of the urban architectural environment needs to be combined with the status quo of land resources. The overall development trend of urban architecture is gradually increasing. It is not only a space for residents' shopping, dining, and entertainment, but also an important place for urban public open space and citizens' leisure and entertainment.

**Subjects and methods:** Based on the analysis of some problems existing in the existing urban buildings in China, and on the basis of theoretical research on related psychology, behavioral science and business operation rules, this paper discusses and studies the existing urban buildings from the aspects of functional construction, spatial organization and vertical traffic streamline, and finally draws a conclusion. Summarize and sort out the collected data, research results and analysis results, and conclude the research results.

Through field investigation and questionnaire survey of architectural space in many cities, the following two purposes are achieved: firstly, the first-hand data on consumer psychology, characteristics of consumer behavior, consumption structure, types of consumer behavior and characteristics of consumer behavior are collected comprehensively; the second detailed understanding of the current urban architectural space in all aspects of the situation. At the same time, extensive collection of architectural space design, urban space planning, external space design and other theoretical knowledge related to this study, clear sociology, economics, psychology, environmental science and other related disciplines guiding significance of this study. Combined with the site theory, external space design theory, environmental psychology and other related theories, this paper analyzes and summarizes the problems existing in the categories, planning and layout, spatial forms, environmental facilities and other aspects of university commercial space, thus putting forward reasonable strategies and suggestions for the planning and layout of urban architectural space and environmental design.

**Results:** The functional characteristics of urban architectural space focus on meeting consumer needs.