

Fold each printed sheet in half lengthwise. The left side of the document will list the term and the right side will list the definition. Tape or staple the open edges of your flashcards. Cut out your flashcards on the solid lines indicated and fold them on the dotted lines.

**Module 1: Section A:  
Introduction to Supply Chains**

**Term**  
supply chain

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**Definition**

The global network used to deliver products and services from raw materials to end customers through an engineered flow of information, physical distribution, and cash.

**Module 1: Section A:  
Introduction to Supply Chains**

**Term**  
supply chain management

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**Definition**

The design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand, and measuring performance globally.

**Module 1: Section A:  
Introduction to Supply Chains**

**Term**  
stakeholders

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**Definition**

People with a vested interest in a company, including managers, employees, stockholders, customers, and suppliers.

**Module 1: Section A:  
Introduction to Supply Chains**

**Term**  
keiretsu

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**Definition**

A form of cooperative relationship among companies in Japan where the companies largely remain legally and economically independent, even though they work closely in various ways such as financial backing. A member of [this] generally owns a limited amount of stock in other member companies. [It] generally forms around a bank and a trading company, but "distribution" (supply chain) alliances [of this type] have been formed of companies ranging from raw material suppliers to retailers.

**Module 1: Section A:  
Introduction to Supply Chains**

**Term**  
service industry

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**Definition**

- 1) In its narrowest sense, an organization that provides an intangible product (e.g., medical or legal advice).
- 2) In its broadest sense, all organizations except farming, mining, and manufacturing. Includes retail trade; wholesale trade; transportation and utilities; finance, insurance, and real estate; construction; professional, personal, and social services; and local, state, and federal governments.

### Module 1: Section B: Demand Analysis and Patterns

#### Term

macro environment

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#### Definition

The environment external to a business including technological, economic, natural, and regulatory forces that marketing efforts cannot control.

### Module 1: Section B: Demand Analysis and Patterns

#### Term

market plan

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#### Definition

The output of the market planning process. The market plan includes the current market position, opportunity and issue analysis, marketing objectives and strategies, action plans, programs, projects, budgets, and pro forma profit and loss statement and management controls. Syn: brand plan, product plan.

### Module 1: Section B: Demand Analysis and Patterns

#### Term

market research

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#### Definition

Syn: marketing research.

### Module 1: Section B: Demand Analysis and Patterns

#### Term

market share

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#### Definition

The actual portion of current market demand that a company or product achieves.

**Module 1: Section B: Demand Analysis and Patterns**

**Term**  
microeconomics

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**Definition**

The analysis of the behavior of individual economic decision makers (individuals and firms).

**Module 1: Section B: Demand Analysis and Patterns**

**Term**  
price elasticity

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**Definition**

The degree of change in buyer demand in response to changes in product price. Calculated by dividing the percentage of change in quantity bought by the percentage of change in price. Prices are considered elastic if demand varies with changes in price. If demand changes only slightly when the price changes, demand is said to be inelastic. For example, demand for most medical services is relatively inelastic, but demand for automobiles is generally elastic.

**Module 1: Section B: Demand Analysis and Patterns**

**Term**  
trend

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**Definition**

General upward or downward movement of a variable over time (e.g., demand, process attribute).

**Module 1: Section B: Demand Analysis and Patterns**

**Term**  
seasonality

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**Definition**

A predictable repetitive pattern of demand measured within a year where demand grows and declines. These are calendar-related patterns that can appear annually, quarterly, monthly, weekly, daily and/or hourly. Syn: seasonal variation. See: base series.

**Module 1: Section B: Demand  
Analysis and Patterns**

**Term**

random variation

**Definition**

A fluctuation in data that is caused by uncertain or random occurrences. See: random events.

**Module 1: Section C: Demand Management**

**Term**  
demand

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**Definition**

A need for a particular product or component. The demand could come from any number of sources (e.g., a customer order or forecast, an interplant requirement, a branch warehouse request for a service part, or the manufacturing of another product). At the finished goods level, demand data is usually different from sales data because demand does not necessarily result in sales (i.e., if there is no stock, there will be no sale). There are generally up to four components of demand: cyclical component, random component, seasonal component, and trend component. See: booked orders.

**Module 1: Section C: Demand Management**

**Term**  
demand management

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**Definition**

1) The function of recognizing all demands for goods and services to support the marketplace. It involves prioritizing demand when supply is lacking. [This] facilitates the planning and use of resources for profitable business results. 2) In marketing, the process of planning, executing, controlling, and monitoring the design, pricing, promotion, and distribution of products and services to bring about transactions that meet organizational and individual needs. Syn: marketing management. See: demand planning.

**Module 1: Section C: Demand Management**

**Term**  
demand management process

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**Definition**

A process that weighs both customer demand and a firm's output capabilities, and tries to balance the two. Demand management is made up of planning demand, communicating demand, influencing demand, and prioritizing demand.

**Module 1: Section C: Demand Management**

**Term**  
order qualifiers

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**Definition**

Those competitive characteristics that a firm must exhibit to be a viable competitor in the marketplace. For example, a firm may seek to compete on characteristics other than price, but in order to "qualify" to compete, its costs and the related price must be within a certain range to be considered by its customers. Syn: qualifiers. See: order losers, order winners.

### Module 1: Section C: Demand Management

#### Term

order winners

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#### Definition

Those competitive characteristics that cause a firm's customers to choose that firm's goods and services over those of its competitors. [These can be considered to be competitive advantages for the firm. [They also] usually focus on one (rarely more than two) of the following strategic initiatives: price/cost, quality, delivery speed, delivery reliability, product design, flexibility, after-market service, and image. See: order losers, order qualifiers.

### Module 1: Section C: Demand Management

#### Term

order processing

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#### Definition

The activity required to administratively process a customer's order and make it ready for shipment or production.

### Module 1: Section C: Demand Management

#### Term

plan-do-check-action (PDCA)

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#### Definition

A four-step process for quality improvement. In the first step[...], a plan to effect improvement is developed. In the second step[...], the plan is carried out, preferably on a small scale. In the third step[...], the effects of the plan are observed. In the last step[...], the results are studied to determine what was learned and what can be predicted. [This] cycle is sometimes referred to as the Shewhart cycle (because Walter A. Shewhart discussed the concept in his book, Statistical Method from the Viewpoint of Quality Control) or as the Deming circle (because W. Edwards Deming introduced the concept in Japan and the Japanese subsequently called it the Deming circle). Syn: plan-do-check-act cycle, Shewhart circle of quality, Shewhart cycle. See: Deming circle.

### Module 1: Section C: Demand Management

#### Term

four Ps

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#### Definition

A set of marketing tools to direct the business offering to the customer. [This includes] product, price, place, and promotion.

**Module 1: Section C: Demand Management**

**Term**  
demand shaping

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**Definition**

The practice of using the four Ps (product, pricing, placement, and promotion) and other market variables to influence the demand of a product or service so that demand better matches available supply. See: four Ps.

**Module 1: Section C: Demand Management**

**Term**  
branding

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**Definition**

The use of a name, term, symbol, or design, or a combination of these, to identify a product.

**Module 1: Section C: Demand Management**

**Term**  
product life cycle

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**Definition**

1) The stages a new product goes through from beginning to end (i.e., the stages that a product passes through from introduction through growth, maturity, and decline). 2) The time from initial research and development to the time at which sales and support of the product to customers are withdrawn. 3) The period of time during which a product can be produced and marketed profitably.

**Module 1: Section C: Demand Management**

**Term**  
life cycle analysis

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**Definition**

A quantitative forecasting technique based on applying past patterns of demand data covering introduction, growth, maturity, saturation, and decline of similar products to a new product family.



**Module 1: Section C: Demand  
Management****Term**

product life cycle management (PLM)

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**Definition**

The process of facilitating the development, use, and support of products that customers want and need. Helps professionals envision the creation and preservation of product information, both to the customer and along the reverse-logistics portion of the supply chain.

Module 1: Section D: Forecasting

Term  
forecasting

Definition

The business function that attempts to predict sales and use of products so they can be purchased or manufactured in appropriate quantities in advance.

Module 1: Section D: Forecasting

Term  
demand planning

Definition

The process of combining statistical forecasting techniques and judgment to construct demand estimates for products or services (both high and low volume; lumpy and continuous) across the supply chain from the suppliers' raw materials to the consumer's needs. Items can be aggregated by product family, geographical location, product life cycle, and so forth, to determine an estimate of consumer demand for finished products, service parts, and services. Numerous forecasting models are tested and combined with judgment from marketing, sales, distributors, warehousing, service parts, and other functions. Actual sales are compared to forecasts provided by various models and judgments to determine the best integration of techniques and judgment to minimize forecast error. See: demand management.

Module 1: Section D: Forecasting

Term  
demand forecasting

Definition

Forecasting the demand for a particular good, component, or service.

Module 1: Section D: Forecasting

Term  
mix forecast

Definition

Forecast of the proportion of products that will be sold within a given product family, or the proportion of options offered within a product line. Product and option mix as well as aggregate product families must be forecasted. Even though the appropriate level of units is forecasted for a given product line, [...] material shortages and inventory problems [can be created if this is inaccurate].

### Module 1: Section D: Forecasting

**Term**  
leading indicator

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### Definition

A specific business activity index that indicates future trends. [Housing starts is an example of this] for the industry that supplies builders' hardware.

### Module 1: Section D: Forecasting

**Term**  
forecast error

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### Definition

The difference between actual demand and forecast demand. [It] can be represented several different ways: mean absolute deviation (MAD); mean absolute percentage error (MAPE); and mean squared error (MSE). See: mean absolute deviation (MAD), mean absolute percentage error (MAPE), mean squared error (MSE).

### Module 1: Section D: Forecasting

**Term**  
bias

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### Definition

A consistent deviation from the mean in one direction (high or low). A normal property of a good forecast is that it is not [affected by this]. See: average forecast error.

### Module 1: Section D: Forecasting

**Term**  
MAD

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### Definition

Acronym for mean absolute deviation.

Module 1: Section D: Forecasting

Term  
safety factor

Definition

1) The ratio of average strength to the worst stress expected. It is essential that the variation, in addition to the average value, be considered in design. 2) The numerical value used in the service function (based on the standard deviation or mean absolute deviation of the forecast) to provide a given level of customer service. For example, if the item's mean absolute deviation is 100 and a .95 customer service level (safety factor of 2.06) is desired, then a safety stock of 206 units should be carried. This safety stock must be adjusted if the forecast interval and item lead times differ. Syn: service factor. See: service function.

Module 1: Section D: Forecasting

Term  
tracking signal

Definition

The ratio of the cumulative algebraic sum of the deviations between the forecasts and the actual values to the mean absolute deviation. Used to signal when the validity of the forecasting model might be in doubt. See: forecast error, mean absolute deviation.

Module 1: Section D: Forecasting

Term  
standard deviation

Definition

A measurement of dispersion of data or of a variable. [It] is computed by finding the differences between the average and actual observations, squaring each difference, adding the squared differences, dividing by n

## Module 1: Section E: Supply and Demand Alignment

### Term

master planning

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### Definition

A group of business processes that includes the following activities: demand management (which includes forecasting and order servicing); production and resource planning; and master scheduling (which includes the master schedule and the rough-cut capacity plan).

## Module 1: Section E: Supply and Demand Alignment

### Term

resource planning

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### Definition

Capacity planning conducted at the business plan level. The process of establishing, measuring, and adjusting limits or levels of long-range capacity. [This] is normally based on the production plan but may be driven by higher-level plans beyond the time horizon of the production plan (e.g., the business plan). It addresses those resources that take long periods of time to acquire. [Decisions based on this] always require top management approval. Syn: resource requirements planning. See: capacity planning, long-term planning.

## Module 1: Section E: Supply and Demand Alignment

### Term

sales and operations planning

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### Definition

A process to develop tactical plans that provide management the ability to strategically direct its businesses to achieve competitive advantage on a continuous basis by integrating customer-focused marketing plans for new and existing products with the management of the supply chain. The process brings together all the plans for the business (sales, marketing, development, manufacturing, sourcing, and financial) into one integrated set of plans. [This] is performed at least once a month and is reviewed by management at an aggregate (product family) level. The process must reconcile all supply, demand, and new product plans at both the detail and aggregate levels and tie to the business plan. It is the definitive statement of the company's plans for the near to intermediate term, covering a horizon sufficient to plan for resources and to support the annual business planning process. Executed properly, [this] process links the strategic plans for the business with its execution and reviews performance measurements for continuous improvement. See: aggregate planning, executive sales and operations planning, production plan, production planning, sales plan, tactical planning.

## Module 1: Section E: Supply and Demand Alignment

### Term

executive sales and operations planning

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### Definition

The portion of sales and operations planning that defines executive decision-making processes to balance supply and demand at the volume level in families, fully integrates financial planning and operational planning, and provides a forum for establishing and linking high-level strategic plans with day-to-day operations. See: sales and operations planning.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**  
quality

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**Definition**

Conformance to requirements or fitness for use. [It] can be defined through five principal approaches: (1) [The transcendent type] is an ideal; a condition of excellence. (2) [The product-based type] is based on a product attribute. (3) [The user-based type] is fitness for use. (4) [The manufacturing-based type] is conformance to requirements. (5) [The value-based type] is the degree of excellence at an acceptable price. Also, [it] has two major components: (1) [conformance-it] is defined by the absence of defects, and (2) [design-it] is measured by the degree of customer satisfaction with a product's characteristics and features.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**  
product family

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**Definition**

A group of products or services that pass through similar processing steps, have similar characteristics, and share common equipment prior to shipment or delivery to the customer. Can be from different overlapping product lines that are produced in one factory and often used in production planning (or sales and operations planning). See: product line.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**  
backlog

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**Definition**

All the customer orders received but not yet shipped. Sometimes referred to as open orders or the order board. See: order backlog, past due order.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**  
level production method

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**Definition**

A production planning method that maintains a stable production rate while varying inventory levels to meet demand. Syn: level strategy, production leveling. See: level schedule.

**Module 1: Section E: Supply  
and Demand Alignment**
**Term**

chase production method

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**Definition**

A production planning method that maintains a stable inventory level while varying production to meet demand. Companies may combine [this] and level production schedule methods. Syn: chase strategy, chase-demand strategy.

**Module 1: Section E: Supply  
and Demand Alignment**
**Term**

make-to-stock

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**Definition**

A production environment where products can be and usually are finished before receipt of a customer order. Customer orders are typically filled from existing stocks, and production orders are used to replenish those stocks. Syn: produce-to-stock. See: assemble-to-order, make-to-order.

**Module 1: Section E: Supply  
and Demand Alignment**
**Term**

make-to-order

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**Definition**

A production environment where a good or service can be made after receipt of a customer's order. The final product is usually a combination of standard items and items custom-designed to meet the special needs of the customer. Where options or accessories are stocked before customer orders arrive, the term assemble-to-order is frequently used. Syn: build-to-order. See: assemble-to-order, make-to-stock.

**Module 1: Section E: Supply  
and Demand Alignment**
**Term**

engineer-to-order

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**Definition**

Products whose customer specifications require unique engineering design, significant customization, or new purchased materials. Each customer order results in a unique set of part numbers, bills of material, and routings. Syn: design-to-order.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**

assemble-to-order (ATO)

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**Definition**

A production environment where a good or service can be assembled after receipt of a customer's order. The key components (bulk, semi-finished, intermediate, subassembly, fabricated, purchased, packing, and so on) used in the assembly or finishing process are planned and usually stocked in anticipation of a customer order. Receipt of an order initiates assembly of the customized product. This strategy is useful where a large number of end products (based on the selection of options and accessories) can be assembled from common components. Syn: finish-to-order. See: make-to-order, make-to-stock.

**Module 1: Section E: Supply  
and Demand Alignment**

**Term**

package to order

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**Definition**

A production environment in which a good or service can be packaged after receipt of a customer order. The item is common across many different customers; packaging determines the end product.