Various models, such as ARMA and GARCH, are used in the financial time series framework. The purpose of this thesis is to present an alternative for these models which are bilinear time series models. First chapter is theoretical, there is a short introduction to the theory of time series and ARMA models. Second chapter focuses on theoretical aspects of the simple bilinear model, third chapter presents the theory for general bilinear model in the similiar fashion as for simple model. Last chapter is focused on practical aspects, it contains simulations and examines the properties of estimates based on the presented theory, final part is devoted to the comparison of properties of ARMA models and bilinear models for selected financial data.