

The bachelor thesis is divided into two parts – theoretical and practical. The introduction of the theoretical part explains the concepts of financial literacy and financial education. This is followed by a brief description of the development of financial education in the Czech Republic and an analysis of the available teaching materials. The second half of the theoretical part focuses on investing. It deals with the basic principles of investing, individual investment products, and the suitability of their use. The practical part builds on the theoretical part. The aim of the practical part is to create and solve worksheets, which involve selecting an appropriate investment strategy based on a given goal and investment horizon. The worksheets include calculations of the return and risk of an investment portfolio that combines multiple asset classes.